

# THE WAY FORWARD



Town of Luray, Virginia  
Comprehensive Plan 2025

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## SECTION FORMAT EXAMPLE

### I. TOPIC

#### A. GOAL

##### 1) *Potential pathway*

##### a. *Steps to achieve this pathway*

For additional information about Luray's Comprehensive Plan, residents and visitors are encouraged to contact the Town Office directly. The Town of Luray Office can provide details about the plan's goals, proposed developments, community input opportunities, and upcoming public meetings. Staff members are available to answer questions, share available documents, and explain how the plan guides future growth and land use in the community. The Town Office may be reached by phone (540)743-5511, email [info@townofluray.com](mailto:info@townofluray.com), or in person during regular business hours at 45 East Main Street, Luray, Virginia. Updated contact information and office hours can be found on the official Town of Luray website <https://www.townofluray.com>.

# ACKNOWLEDGEMENTS

*The Luray Planning Commission would like to thank the citizens of Luray and Page County who contributed their time, ideas, and experience to the development of this plan.*

## **MAYOR**

*Stephanie Lillard*

## **LURAY TOWN COUNCIL**

*Ron Vickers – Vice Mayor*

*Jerry Dofflemyer*

*Ryan Dean*

*Jason Pettit*

*Joseph Sours*

*Chuck Butler*

*Alex White (former)*

## **LURAY PLANNING COMMISSION**

*Ronald Good - Chairman*

*John Shaffer – Vice Chair*

*Bill Huffman*

*Barbie Stombock*

*Frankie Seaward*

*Brian Sours*

*Tracie Dickson*

### ***LURAY TOWN STAFF***

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*Michael Coffelt, Assistant Town Manager*  
*Brooke Fox, Planning & Zoning Technician*  
*Danielle Babb, Town Clerk/Treasurer*  
*Danielle Alger, Treasurer/Deputy Clerk*  
*Jennifer Jenkins, Superintendent-Parks and Recreation*  
*Greg Richards, Assistant Superintendent-Parks and Recreation*  
*C.S. "Bow" Cook- Chief of Police*  
*Lynn Mathews, Superintendent of Public Works*  
*Joseph Haddock, Water Plant Superintendent*  
*John Sonifrank, Superintendent of Wastewater Treatment*

### ***INDIVIDUAL CONTRIBUTORS***

*Sophie Williams, Intern*  
*Drone Photos by Ben Glenn*

***Adopted by the Luray Town Council: December 8, 2025***

# ***THE WAY FORWARD: VISION STATEMENT***

*Luray, Virginia, envisions a vibrant, distinctive, and forward-thinking community that honors its past while embracing the promise of the future. Nestled in the heart of the Shenandoah Valley, framed by the Blue Ridge and Massanutten mountains, Luray takes pride in its distinctive identity—a place where natural beauty, small-town character, and historic charm create a sense of belonging for all who live, work, and visit here.*

*Our vision is to preserve and enhance the qualities that make Luray unique while welcoming innovation, opportunity, and sustainable growth. We are committed to protecting our historic architecture, scenic landscapes, and the Hawksbill Creek and Greenway that weave through the heart of town, connecting neighborhoods, businesses, and people. Luray will continue to invest in reliable infrastructure, vibrant downtown revitalization, and accessible parks and trails that strengthen community connections and promote active, healthy lifestyles.*

*Recognizing that housing is essential to a strong and inclusive community, Luray envisions a diverse range of housing options that are safe, attractive, and attainable for residents of all ages, incomes, and life stages. We strive to maintain the character of our established neighborhoods while encouraging new residential development that reflects thoughtful design, sustainability, and accessibility. Through strategic planning and partnerships, Luray will work to ensure that every resident has the opportunity to find a home that meets their needs and contributes to a sense of community and belonging.*

*We strive to build a diverse and thriving local economy supported by creative entrepreneurship, responsible development, and a tourism industry that celebrates our natural and cultural resources year-round. Luray will foster an inclusive environment that values education, the arts, and civic engagement—where residents have a voice in shaping the town's future and visitors are inspired by our welcoming spirit and sense of place.*

*By promoting walkable neighborhoods, sustainable transportation, and environmentally conscious practices, Luray seeks to model stewardship and innovation for small towns across Virginia. Together, through collaboration, respect, and shared vision, we will ensure that Luray remains a cherished home and a destination of choice—where history, nature, and community come together to inspire a bright, prosperous, and enduring future for generations to come.*



## Section: 1

# Introduction



## INTRODUCTION

*Luray's Town Plan 2025: The Way Forward, is the comprehensive plan for the Town of Luray, Virginia. It was prepared under the direction and guidance of the Luray Planning Commission. Work on the plan was initiated in the spring of 2024 and was completed in the winter of 2025. It is an official public document adopted by Luray's Town Council on December 8, 2025.*

*A comprehensive plan is a long-range planning tool for a community. A good plan identifies local issues, evaluates trends, and contains an overall community vision and goals that help guide decision making and public investments. It also contains specific plans for improving the physical and social environment of a community.*

*The Planning Commission worked to identify and prioritize specific improvement areas within the Town. The hope is that the proposed improvements will be prioritized and eventually implemented over the next 5, 10 or 20 years.*

## PLANNING HORIZON

*This document does not have a specific planning horizon. However, it is believed that many of the recommendations in the plan can be implemented over the next 5, 10 or 20 years.*

*By law, this comprehensive plan shall be reviewed by Luray's Planning Commission at least once every five years. Each future comprehensive plan review can serve as the basis to*

*formally evaluate Luray's progress and community success, and the continued appropriateness of the plan.*

## PLAN CREATION & IMPLEMENTATION

*Community involvement was one of the guiding principles governing the preparation of this plan. The Town's Planning Commission led this process and engaged Town residents via several modes. This process culminated in a "community work session" which took place on December 4, 2024, at the Mimslyn Inn. This community work session provided citizens with an opportunity to evaluate numerous planning scenarios and provide feedback to Town decision makers.*

*Citizens who attended the community work session completed a survey which was analyzed; and citizens who could not attend the community work session were provided the opportunity to complete the survey on-line.*

*This plan can be used as a long-term guide for decisions related to growth and development within the Town of Luray. Additionally, this plan can also be used as a general guide that outlines public priorities and directs expenditures for public facilities and programs within the Town of Luray.*



## POWERS OF THE PLAN

*A comprehensive plan is an instrument that is designed 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 established in the Code of Virginia, Section 15.2.2232, which states:*

*<https://law.lis.virginia.gov/vacode/title15.2/chapter22/section15.2-2223>*

*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.*

*According to the code, the comprehensive plan is general in nature and may include, but is not limited to, the designation of land use, transportation systems, community facilities and services and historic areas.*

*A comprehensive plan can include a concise vision statement for the community accompanied by goals for long-range development, as well as objectives for implementing the goals. The goals provide general directions based on the aspirations of the community. Objectives provide further directions for achieving an aspect of a goal.*

*Luray's Town Plan is intended to serve those purposes for the Town of Luray. More particularly, it serves as a general guide for the Town Council in its legislative role, the Planning Commission in its advisory role, and Town staff, citizens, and landowners with respect to directing development in the Town.*

## PLAN MONITORING

*Luray's Town Plan is a dynamic document, which should be actively used by the Town Council, the Planning Commission, Town staff, and the public at large to formulate and guide decisions affecting the Town's built and natural environments. In order to ensure that the Plan retains its dynamic character, the community and Town government need to review the Plan on a frequent basis, perhaps more often than the five-year mandate by the Code of Virginia. Citizens' participation in the planning process is a critical element in making Luray's Town Plan successful, and future revisions of this plan are encouraged to do the same.*



Comprehensive Plan Public Information Meeting – December 4, 2024, Mimslyn Inn



## Section: 2

# GOVERNMENT STRUCTURE





## GOVERNMENT STRUCTURE

*The Town is organized under a council-manager form of government. The Town Council is the legislative body of the Town and is empowered by the Town charter to make all Town policy. Members of the Council, including the mayor, are elected at large for four year overlapping terms. The Council appoints a Town Manager to act as administrative head of the Town. The Manager serves at the pleasure of the Council, conducts its*

*policies, directs business procedures, and has the power to appoint and remove all Town employees except the Town Attorney and the Town Clerk, who are appointed by the Council. The duties and responsibilities of the Town Manager include preparing, submitting, and administration of the capital and operating budgets, advising the Council on the affairs of the Town, handling citizens' complaints, maintaining all personnel records, enforcing the Town charter and all laws of the Town, and directing and supervising all departments.*

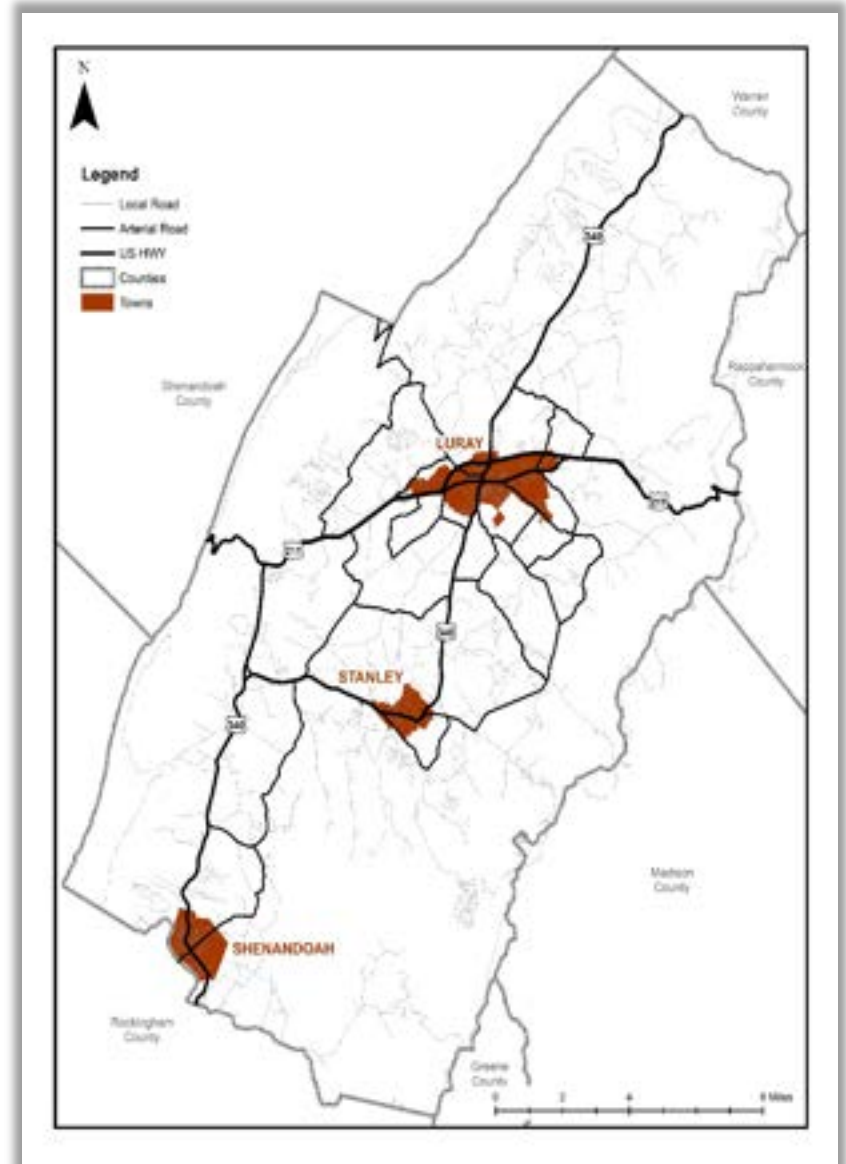


Town Council and Planning Commission (pictured from left to right)

|              |                |                 |                   |                 |                  |             |              |
|--------------|----------------|-----------------|-------------------|-----------------|------------------|-------------|--------------|
| Alex White   | John Shaffer   | Ronnie Good     | Stephanie Lillard | Ron Vickers     | Joey Sours       |             |              |
| Jason Pettit | Tracie Dickson | Frankie Seaward | Chuck Butler      | Barbie Stombock | Jerry Dofflemyer | Brian Sours | Bill Huffman |

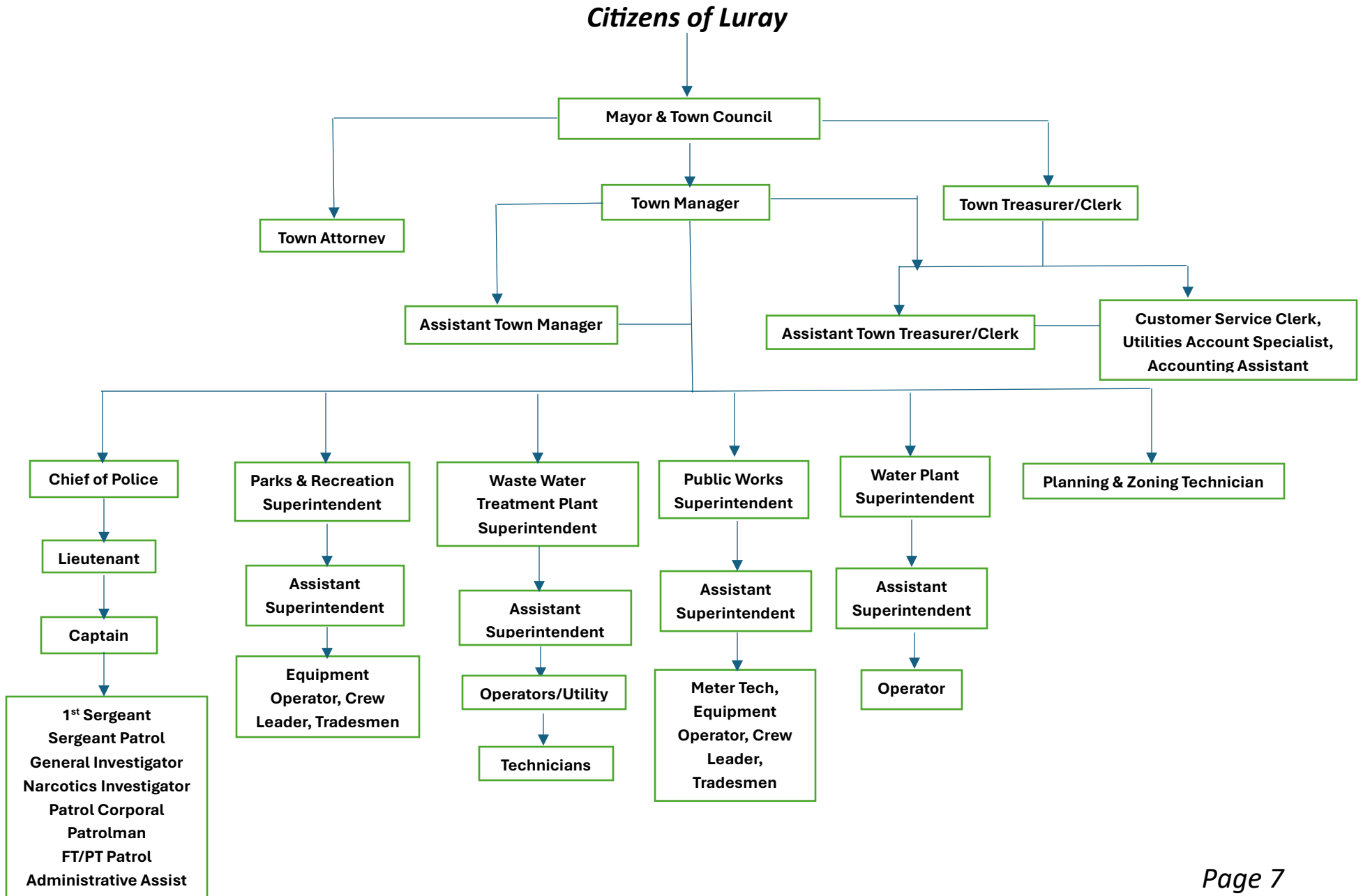
## TOWN AND COUNTY GOVERNMENT

*In the Commonwealth of Virginia, a town is an incorporated municipality similar to a city (though with a smaller required minimum population), but while cities are by Virginia law independent of counties, towns are contained within a County. The Town of Luray and Page County share a special relationship that strengthens the delivery of services to both Town and County residents. The Town of Luray provides enhanced service levels for police, recreation, public works/streets, and planning and zoning. The Town also provides water and sewer services to its residents. In turn, Page County provides schools, courts, and social services to the residents of the Town. Additionally, the Town of Luray and Page County share its responsibility of solid waste disposal.*



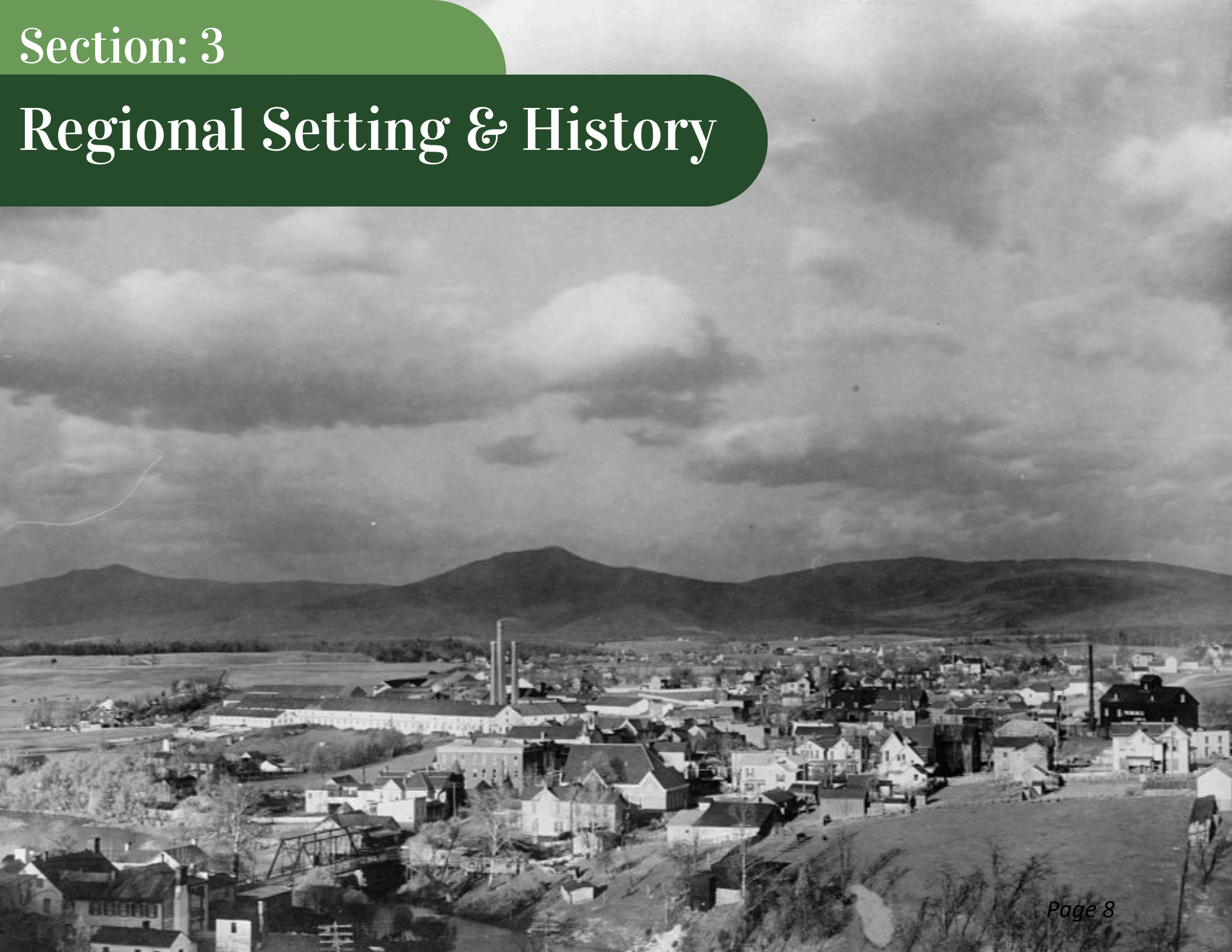


## Town of Luray, Virginia: Organizational Chart



## Section: 3

# Regional Setting & History



## REGIONAL SETTING

*The Town of Luray has a total of 4.8 square miles and is located in the county of Page, Virginia, situated near the geographic center of the county. This location has contributed favorably to Luray's function as a cultural and economic center for the surrounding region. The 2020 U.S. Decennial Census reported that the Town of Luray had a population of 4,831 residents.*

*Page County lies in the eastern half of the Shenandoah Valley. On its eastern border are the Blue Ridge Mountains; on its western border is the Massanutten Mountain range; and in between flows the South Fork of the Shenandoah River. The mountains and valley area abound in scenic beauty and offer a multitude of natural outdoor recreational opportunities. Shenandoah National Park, with its mountain crest of Skyline Drive, extends along the Blue Ridge Mountains to the east. Additionally, the Town of Luray is the location of the internationally known "Luray Caverns." Because of these and other attractions, visitors are drawn to the Luray area year-round.*

## TOPOGRAPHY & CLIMATE

*Luray's topography is primarily rolling hills with elevations varying from 800 feet to 1,000 feet. The surrounding landscape in Page County is mountainous terrain with elevations as high as 4,050 feet at the Hawksbill Mountain, the highest point in Shenandoah National Park. Dry Run Creek runs through a portion of the Town and connects to the Hawksbill Creek which flows through the Town and is a tributary of the South Fork of*

*the Shenandoah River. The Creek and the South Fork merge approximately six miles to the north of Luray. The headwaters of the Hawksbill Creek begin on the steep, wooded slopes of the Blue Ridge Mountains.*

*Luray lies in an area with generally fertile agricultural soils. The general soil characteristics in the area are usually derived from limestone and are loamy, well-drained and have clay subsoil. The average length of the growing season is approximately 185 days.*

*The Town of Luray enjoys a moderate climate. The winters are not extremely cold, with the mean daily minimum temperature in January being about 26 degrees Fahrenheit. The summers are warm, with a mean maximum temperature in July of 86 degrees Fahrenheit. The average annual snowfall is around 10 inches, and the average annual precipitation is about 45.7 inches throughout the year. Luray's physical environment -- with no extremes of temperature, precipitation, or topography makes it suitable for most types of development and activities.*



Luray – Looking East towards Shenandoah National Park



## **HISTORY: THE TOWN OF LURAY IS ESTABLISHED**

*The Town of Luray was officially established by act of General Assembly on February 6, 1812, on ten acres of land near the Hawksbill Creek. On March 21, 1871, by act of General Assembly, the Town became an "Incorporated Town," containing approximately 442 acres.*

*In 1781, Direk Pennypacker located the Redwell Furnace about a mile south of the current town at Yager's Spring. Here, Pennypacker operated a forge and a foundry making nails, farm tools, kettles, stoves, and other iron products. The iron works was later renamed the Isabella Furnace. More industry was located about a mile south of Luray at Willow Grove Mill. The small village known as Mundellsville contained a flour mill,*

*carding mill, tannery and blacksmith shop. The economy of the town would prosper from the nearness of the local industry. On August 21, 1812, the Town of Luray was surveyed on the lands owned by Mr. Isaac Ruffner. The first streets platted were Main Street, due west of the Hawksbill Creek, to the top of the hill at present day Court Street. Court Street was called Peter Street in memory of Peter Ruffner, an early pioneer in the area. Three blocks of three lots each on either side of Peter Street were laid out. Three cross streets were mapped out due north and south, going west from Hawksbill Creek. These were Water Street (now Hawksbill Street), High Street (now Bank Street) and West Street (now Court Street). The first house was built here in 1814.*

*The lots were all the same size and contained about one-half acre. The rear alleys did not appear on the first plot but were added very early. It was the custom to lay off a town in half acre lots such as those in Woodstock and New Market. These early plats often provided for "out lots" of five acres each. These "out lots" adjoined the town and were probably used for pastureland.*

*In 1818, the Town was extended by adding 26 lots. The town now had 44 lots, and the eastern end was at Hudson's alley near the railroad. These lots were conveyed to the purchasers by Isaac Ruffner on May 9, 1818. The first plat was recorded in the Clerk's Office at Woodstock, which at the time was the county seat of Shenandoah County. The extended plat was later recorded again in the Clerk's Office at Luray, when the new County of Page was organized in 1831.*



About 1845, according to Howe's History of Virginia, Luray contained several mercantile stores, two or three churches, and a population of about 500. A description of Luray, in 1867 indicates Luray still had a population of 500. During the 1880's the population of Luray more than doubled, from 630 in 1880 to 1,386 in 1890.

The Town continued to grow in size from its original 442 acres that was established by the Town Charter in 1871. In 1941, the first annexation occurred when 289 acres were added to the Town for a total of 835 acres. Ten years later, 284 acres were annexed for a total of 1,365 acres. In 1963, the Town added 410 acres for a total of 1,775 acres. The most recent annexation effective since January 1, 1985, added an additional 1,220 acres along Airport Road and fourteen lots on Arthur Lane for a total of 2,995 acres.



Hotel Laurance – Corner of S Court St and West Main St



Main Street 1940's



Hotel Laurance Today



Page County Court House – South Court Street

## LURAY BECOMES A COUNTY SEAT

*In the late 18<sup>th</sup> and early 19<sup>th</sup> centuries, citizens living in the eastern portion of Shenandoah County – which is now Page County - traveled 35 to 40 miles to the Town of Woodstock, which served as Shenandoah's County seat. During this era, a county seat served as an important location for conducting essential business such as recording deeds, paying property taxes, and settling disputes in civil court. Therefore, the town which served as the location of a county seat was usually the undisputed epicenter of civic life for a county and region.*

*For the citizens who lived in the far eastern portions of Shenandoah County, traveling to Woodstock was not only far in distance, but it was an arduous trip as well. Often the trip entailed crossing a mountain pass and several streams. This inconvenience prompted the General Assembly to establish Page County in 1831 with Luray, due to its central location, becoming the logical place for this new county seat. The establishment of Luray as the county seat of the newly formed Page County ensured that the Town would evolve into the center for civic, cultural, and economic life.*



Driveway to the Luray Inn 1883 – Then young trees, now the Inn Lawn Park and the Train Depot on the left

## THE RAILROAD AND TOURISM SERVE AS AN EARLY ECONOMIC ENGINE

*As the case with many towns and cities in the Shenandoah Valley and surrounding region, railroad expansion brought economic prosperity to Page County and the Town of Luray. Before 1881, transportation in Page County was by wagon or by water. Extensive water travel was by flat bottom and gondola boats on the Shenandoah River. Produce was hauled eastward across the Blue Ridge Mountains to Culpeper for shipment. In addition, Page merchants often took produce westward across the Massanutten Mountain to New Market for shipment by rail.*

*The Shenandoah Valley branch of the Norfolk and Western Railroad extends 238 miles, from Hagerstown, Maryland to Roanoke, Virginia. The branch was built and operated until 1890 by the Shenandoah Valley Railroad Company. On April 18, 1881, a train ran 144 miles from Hagerstown, through Luray, and then onto Waynesboro.*

*The first annual report on the railroad was published in 1880. The next report dated May 2, 1883, stated that the Caverns of Luray had been purchased by the Luray Cave and Hotel Company, owner of the attractive and convenient hotel known as the Luray Inn; that a large restaurant and excursion house had been built near the passenger station; and that during 1883, the caverns were visited by more than 15,000 persons.*

*There is no longer passenger traffic through the Luray Train Depot. It is currently the Luray-Page Chamber of Commerce*

*which serves as a visitor center, conference center, and train museum.*



Train Depot – Then & Now



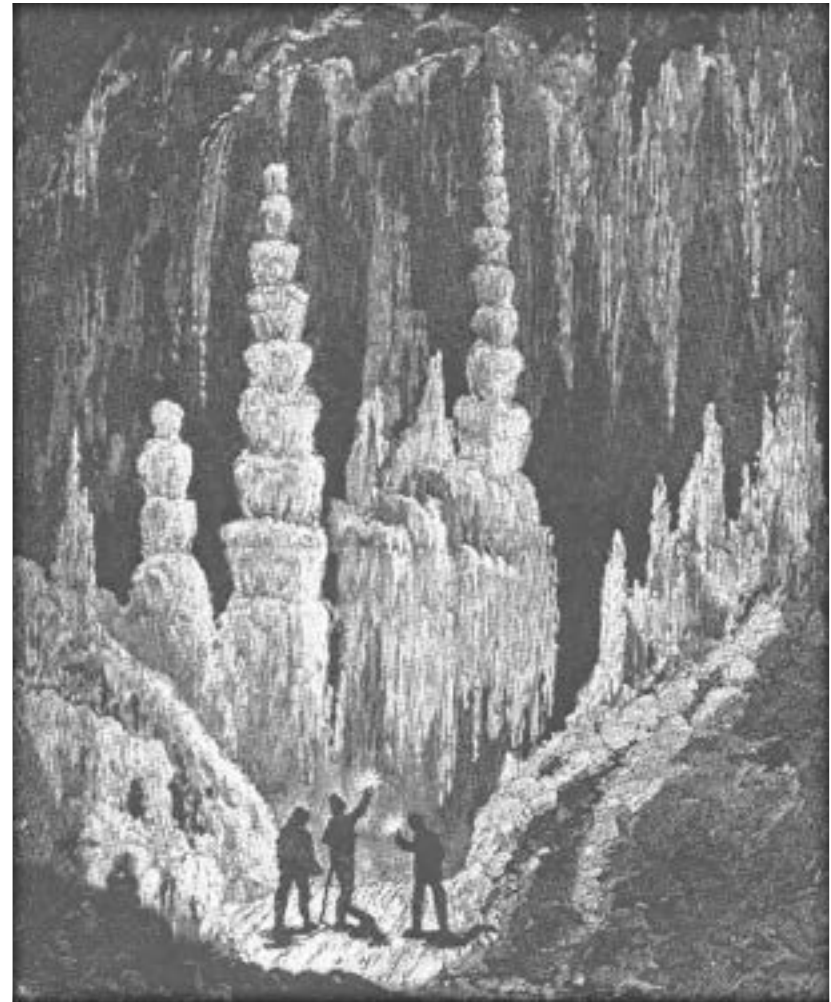


## LURAY CAVERNS BECOMES A TOURISM ANCHOR

*As far back as 1793, a cave near the present Luray Caverns was known to Native American and settlers alike. However, it was not until August 13, 1878, that the Caverns were officially discovered and subsequently opened to the public. The Luray Caverns are one of the largest in the country, with over forty rooms. The coming of the railroad made visiting the caverns more accessible, and it has since become a major tourist attraction. Today, Luray Caverns attracts over one-half million visitors yearly to the area, and with the opening of Shenandoah National Park and Skyline Drive during the 1930's, the area's tourist potential has continued to increase.*



Luray Caverns Double Column



Vintage Harper's Sketch Courtesy Luray Caverns



## HOW DID LURAY GET ITS NAME?

*The number of explanations for how Luray got its name are probably as varied as the people who have produced those explanations over the past 200 years.*

*In the Centennial edition of the Page News and Courier, dated Friday, August 16, 1912, a couple of interesting theories are noted, along with the statement that the “origin of the name Luray is debatable ground.”*

*One is that the Town was named for the province of Lorraine, France, and that early settlers from that area were reminded of the pastoral landscape of their homeland.*

*Another theory posited in that article is that it comes from a corruption of the name of “one of our prettiest girls, a Miss Lew Ray.”*

*A third theory, and apparently the one most popular and accepted at the time, was that Luray evolved from the name Lew Ramey, the Town’s first blacksmith.*

*Perhaps the most colorful explanation (and most likely the most garbled one as well) is that it has its roots in an Indian name – but there seems to be a difference of opinion as to what the name was or what it meant. One is that the Town “takes its name from the Indian word Lorraine, the original name given by the Indians to the Hawksbill. Not being versed in the Indian classics, we do not know its significance but have been told it means ‘crooked waters.’”*

*In 1976, John Waybright, former editor of the Page News and Courier, wrote a paper on the topic.*

*In the paper he discounted the Lorrain, La Reine, Lew Ramey and Lew Ray theories, and even the idea that Luray was derived from a Native-American word.*

*But he did conclude that the Town was given its name by William Staige Marye, Peter Ruffner’s son-in-law.*

*Waybright wrote that Marye “chose the name in honor of his ancestors, who came to America from Luray, France.”*

*In fact, Waybright noted that “Mr. and Mrs. E.D. Herzberg visited Luray, France in the 1970’s and did research to prove that the two names were related.”*

*The towns actually became “sister cities” and dignitaries from both towns visited each other with great fanfare, Waybright recalled.*

*Waybright also noted that William Staige Marye “probably did not seek the advice of his German neighbors” when he named the Town, because they most likely would have insisted upon a German or even an English name instead of one of French origin.*

# Section: 4

# Economy & Employment



## INDUSTRIAL ERA & NEW ECONOMY

*Manufacturing establishments played an important role in Luray's economic growth at the end of the 19<sup>th</sup> century. In 1882, the DeFord Tannery was founded in Luray. The Tannery employed over 200 full-time employees and operated for over a century before it closed. During this era, other establishments helped to contribute to Luray's vibrant manufacturing economy. The Blue Bell Company, a clothing manufacturer, and Luray Textiles, helped to fuel much of Luray's early economic growth.*

*During the majority of the 20<sup>th</sup> century, manufacturing played a significant role in the economies of many cities and towns in the region and throughout the country. However, by the early 1980's, it became apparent that the country's industrial based economy was changing – and Luray was not immune to these changes. By the early 1980's both the Tannery and Luray Textiles closed. Additionally, in the early part of this new century, the Blue Bell Company (VF Jeans Wear) reduced operations in the area and Wallace Manufacturing closed its Luray plant, taking over 1,000 jobs with them. By the late 20<sup>th</sup> century, the national and local economy was evolving in response to the principles of what economists*

*dubbed the “new economy.” The new economy has been described as an evolution from an industrial/manufacturing-based, wealth-producing economy into a service sector and professional services economy.*

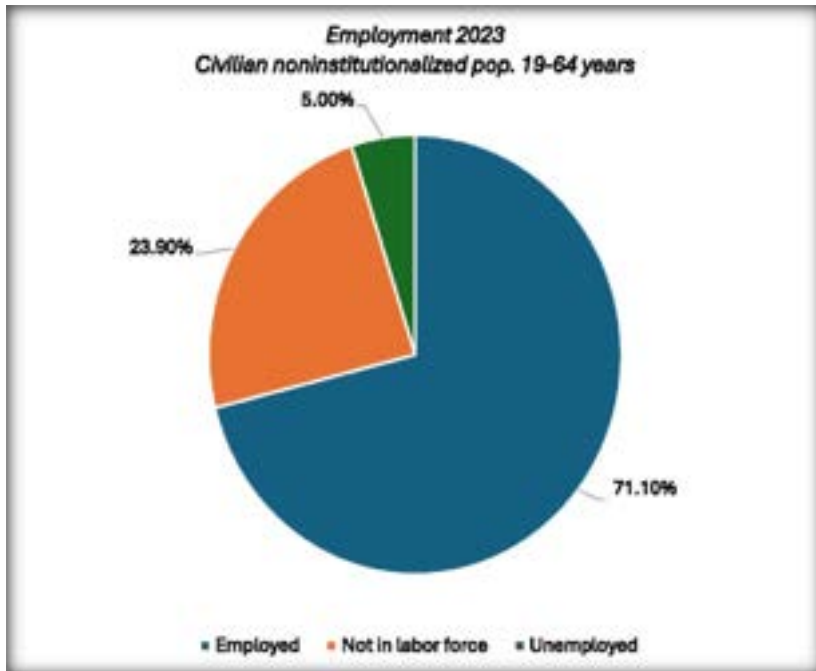
*Although Luray's regional economy has lost many manufacturing jobs over the past 40 years, total employment remained consistent until a significant economic downturn began in the fall of 2008. This downturn peaked during the summer of 2010, and eventually the local, regional, and national economy began a slight rebound during 2011-12 and continues today. However, despite this rebound in economic activity, Luray's (and the nation at large) economy has not reached levels similar to those prior to 2008.*



Tannery Road

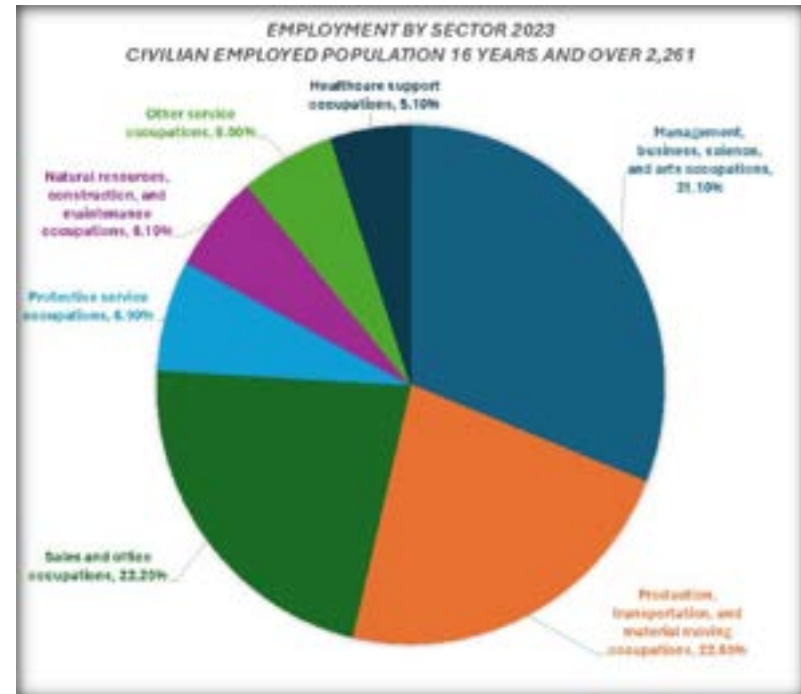
## EMPLOYMENT RATE

*Other than occasional fluctuations throughout the years, Luray's unemployment rate remains low. The employment rate is a key indicator of economic health, reflecting how well the labor force is being utilized. However, it is just one piece of the puzzle. It is important to consider market indicators such as wages, hours worked, and job creation, to get a complete picture of the employment situation.*



## EMPLOYMENT BY SECTOR

*Historically, the manufacturing sector had been Luray's largest employment sector. The manufacturing sector still employs approximately 15.5 percent of the total workforce in Luray, but this sector is no longer the dominant sector. Today the most common employment sectors are management and business, manufacturing, and retail. Understanding sectors is helpful for understanding the overall economy and how different industries contribute.*

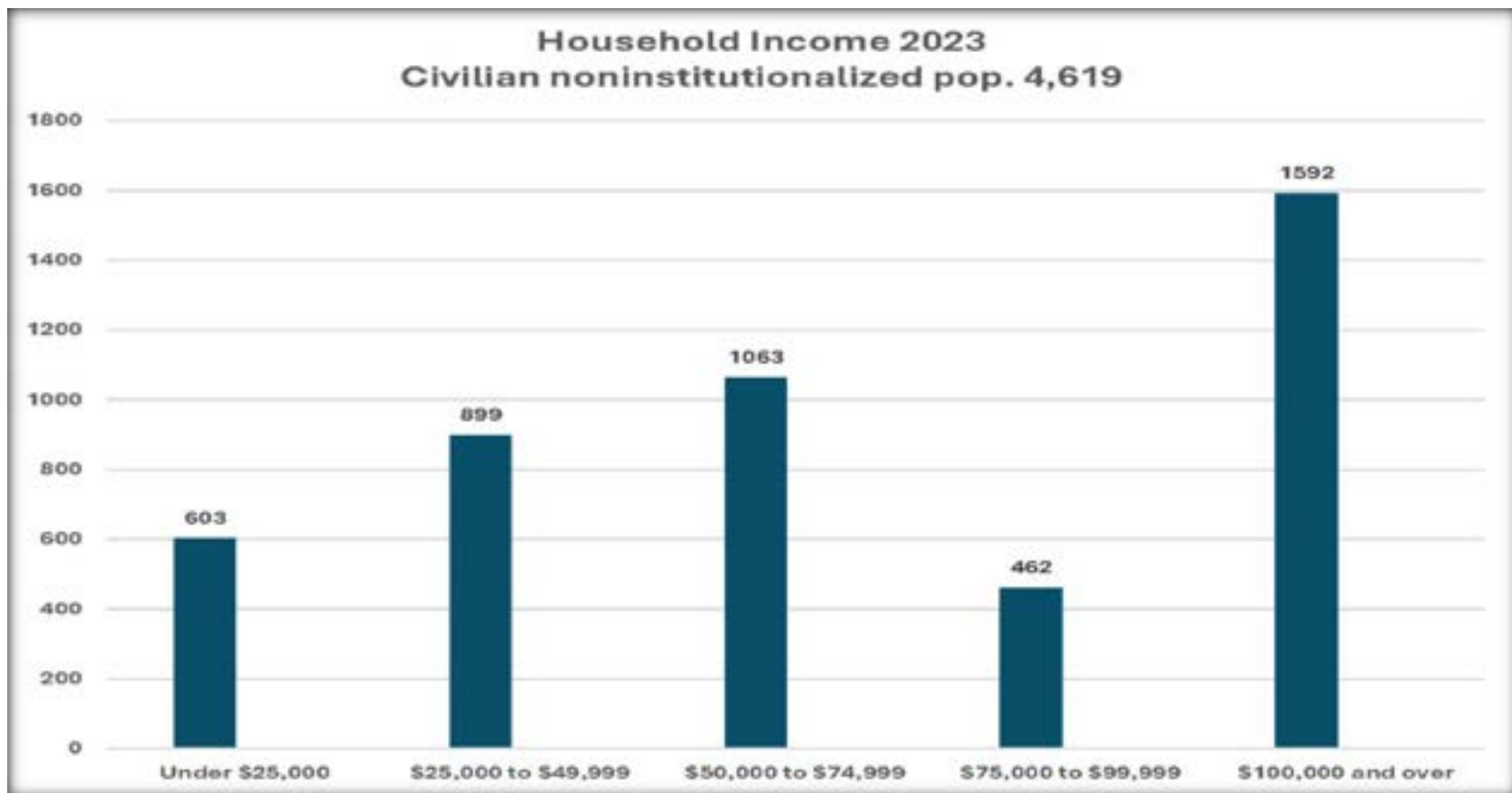




## HOUSEHOLD INCOME

*The median income for a household in Luray was \$55,802 in 2023, which marked a decrease of \$5,253 (8.60%) from \$61,055 in 2020. The median income for a family was \$73,88, median income for a married couple was \$87,885 and nonfamily household income was \$37,500. Household income*

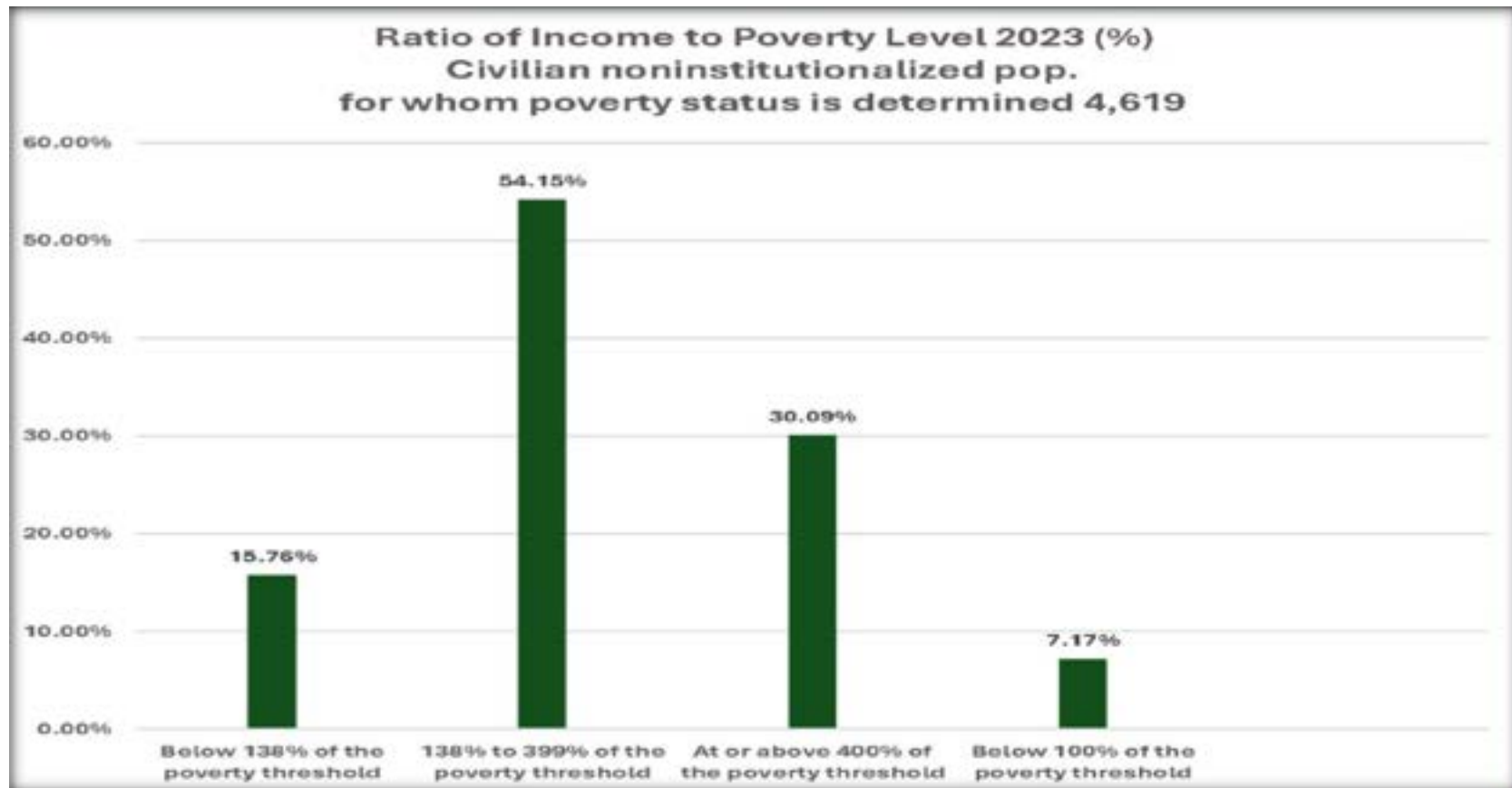
*is a crucial factor used to assess community needs and guide policy decisions. It helps to understand the financial well-being of residents, which informs decisions about housing needs, infrastructure, and access to resources.*



## POVERTY RATE

The poverty rate in Luray in 2023 was 7.17%. The federal poverty guidelines in 2023 indicated a poverty level of \$30,000 for a family of four. The median household income was \$55,802. Based on this, a household in Luray earning the median income (\$55,802) would be earning approximately

1.86 times the poverty level for a family of four (\$30,000). *The poverty rate acts as a critical piece of information, guiding communities towards creating more equitable, prosperous, and sustainable futures for all residents.*





Appalachian Outdoor Adventures – Corner of East Main and Broad Street

## SUMMARY

During its industrial era, Luray thrived with ironworks like Redwell Furnace and Isabella Furnace, which produced nails, farm tools, and stoves near Yager's Spring. The nearby village of Mundellsville supported this growth with a flour mill, tannery, and blacksmith shop, helping establish Luray as a

center of local manufacturing. Today, Luray recently received a \$1 million state grant to support projects addressing blighted properties, affordable housing, and downtown redevelopment. This investment reflects Luray's commitment to preserving its historical character while embracing a new economy model centered on tourism, workforce housing and small business expansion.



## Section: 5

# Economic & Business Development



## INTRODUCTION

*Luray is embracing a dynamic phase of economic and business development, blending its historic charm with forward-looking revitalization efforts. The town has evolved into a regional hub for tourism, small business growth, and community-focused investment. Recent initiatives including state grants, enterprise zone incentives, and workforce housing projects demonstrate Luray's commitment to attracting new businesses, supporting local entrepreneurs, and enhancing livability for residents. With strategic partnerships and a focus on sustainable development, Luray is shaping a resilient economy that honors its past while building for the future.*

### **I. IMPROVE PROPERTY MARKETING**

#### **A. CHAMBER OF COMMERCE & LURAY DOWNTOWN INITIATIVE**

[www.visitluraypage.com/www.downtownluray.com](http://www.visitluraypage.com/www.downtownluray.com)

- 1) Create quarterly listings of available properties
- 2) Identify available properties, their zoning, and details
- 3) Create a standard fact sheet for each available property for development – make searchable  
Online, create brochure



## **II. HIGHLIGHT OUR ECONOMIC DESIGNATIONS**

### **A. MAINTAIN & ENHANCE INCENTIVE ZONES AND ADOPT POLICIES TO SUPPORT THESE ZONES**

(Link to Maps)

<https://www.townofluray.com/about-2/district-maps>

- 1) *Enterprise Zone – A designated geographic area where business can receive tax breaks, grants, and other incentives to encourage economic development and job creation.*  
<https://law.lis.virginia.gov/vacode/title59.1/chapter49/section59.1-542>
- 2) *HUB Zone – Refers to the Historically Underutilized Business Zone program established by the U.S. Small Business Administration (SBA).*  
<https://sba.gov> This program aims to assist small businesses located in economically distressed areas by providing them with preferential access to federal procurement opportunities. The HUBZone program was created in response to the HUBZone Empowerment Act of 1998, with the goal of awarding at least 3% of federal contract dollars to HUBZone-certified companies each year.  
<https://congress.gov/bill/105th-congress/senate-bill/208#>

### **B. ADOPT ADDITIONAL ZONES**

- 1) *Opportunity Zone – Economically distressed communities that are designated to spur economic growth and job creation. They are created under the Tax Cuts and Jobs Act of 2017 to provide tax incentives for investors to invest in low-income and undercapitalized areas.*  
<https://www.irs.gov/credits-deductions/businesses/opportunities-zones>
- 2) *Technology Zone – A designated area set aside for the development of technology-related businesses. It typically offers incentives such as reduced or waived taxes for qualified technology businesses, encouraging them to locate and grow in that area.*  
<https://law.lis.virginia.gov/vacode/title58.1/chapter38/section58.1-3850>
- 3) *Tourism Zone – Geographical areas designated by local ordinance. They may contain requirements and benefits for existing and new or expanded tourism businesses, including lodging, dining, retail, meeting and sports facilities, outdoor recreation areas, and event venues.*  
<https://law.lis.virginia.gov/vacode/title58.1/chapter38/section58.1-3851>



### **III. IMPROVE COMMUNITY POLICIES**

#### **A. ENHANCE SMALL BUSINESS DEVELOPMENT OPPORTUNITIES**

- 1) *Work with Small Business Development*  
<https://valleysbdc.org>
- 2) *Provide Incentives*
- 3) *Business Expansion*
- 4) *Business Retention*
- 5) *New Business Attractions*



Photo Chamber of Commerce - Hawksbill Trading Company  
A cooperative business incubator for local artists, artisans, crafters, and growers.



Photos Porch + Vine – Newly established restaurant (2025)





#### **IV. FACILITATE DOWNTOWN REDEVELOPMENT**

##### **A. OFFER INCENTIVES**

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

- 1) *Revolving Loan Fund – Luray Downtown Initiative & Town of Luray*
- 2) *\$1 Million Grant Award – Industrial Revitalization Fund Loan Program*  
<https://www.governor.virginia.gov/newsroom/news-releases/2025/july/name-1053975-en.html>
- 3) *Virginia Main Street (2004-present)*  
<https://virginiamainstreet.com>

#### **V. EDUCATION CONNECTION**

##### **A. EDUCATION & TRAINING OPPORTUNITIES**

- 1) *The Laurel Ridge Community College Campus and Page County Technical Center work 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.*

<https://laurelridge.edu>

<https://pagecounty.k12.va.us/page/page-county-technical-center>



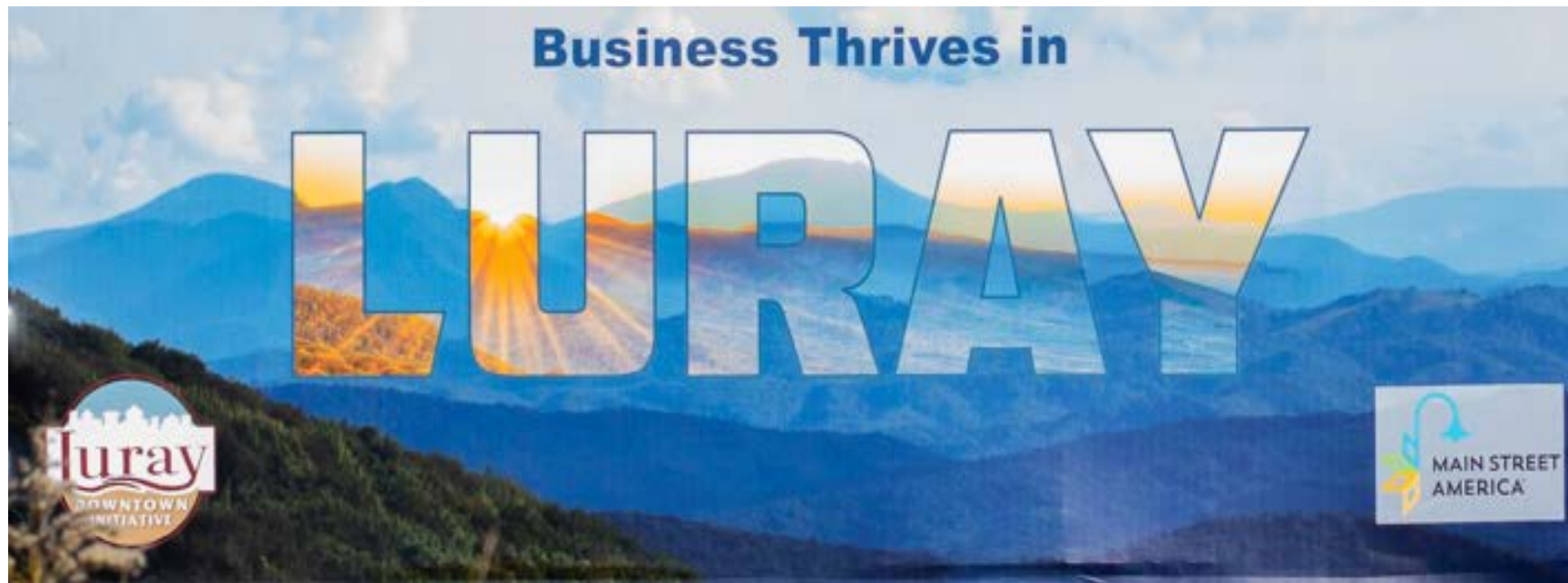


Photo by Town Staff Luray Downtown Initiative

## SUMMARY

*Luray benefits from its designation as part of a Virginia Enterprise Zone, offering state and local incentives to businesses that invest in capital improvements and job creation. Additionally, Page County, where Luray is located, is a federally recognized HUBZone, providing local businesses with access to federal contracting opportunities, including set-aside awards and price evaluation preferences. These*

*programs are designed to attract investment and support small businesses, especially in underserved areas. Together, these efforts reflect a strategic push to diversify Luray's economy beyond tourism, while preserving its historic charm and enhancing livability for residents and entrepreneurs, identify existing assets and missing linkages that can improve downtown economic development.*



## Section: 6

# Tourism





## INTRODUCTION

*Luray is nestled between the Blue Ridge and Massanutten Mountains and just 90 miles west of Washington, D.C., offering a perfect blend of small-town hospitality and big outdoor experiences. It is best known for Luray Caverns, the largest caverns in the eastern United States. Beyond the caverns, Luray serves as a gateway to Shenandoah National Park and the scenic Skyline Drive and is close in proximity to the George Washington National Forest and the Shenandoah River making it a haven for hikers, cyclists, and nature lovers.*

### **I. ENHANCE & SUPPORT TOURISM**

#### **A. HELP COORDINATE & PROMOTE**

- 1) *Coordinating with surrounding attractions –Luray Caverns, Shenandoah National Park, George Washington & Jefferson National Forests, Shenandoah River*
- 2) *Primary Tourism Recruiters & Facilitators*
  - a. *Page County Economic Development*
  - b. *Tourism Council*
  - c. *Chamber of Commerce*
- 3) *Support workforce development*
  - a. *Partner with local schools, colleges, and businesses to build a skilled hospitality and tourism workforce*
- 4) *Expand partnerships & regional collaboration*
  - a. *Work closely with Page County, Shenandoah Valley Travel Association, Virginia Tourism Corporation, and neighboring attractions to develop joint promotions and tourism packages*

- 5) *Strengthen downtown as a destination*
  - a. *Support façade improvements, public art, and outdoor gathering spaces that draw both residents and visitors to downtown Luray*
- 6) *Collect & use data*
  - a. *Establish a tourism dashboard and visitor survey program to guide decisions and measure impact and/or use companies like Placer.ai that can provide data and analytics about visitors to Luray by tracking anonymous mobile device location data to analyze foot traffic, identify visitor demographics, understand their behavior, and assess their origins and destinations*



Mary's Rock Summit (Shenandoah National Park) Overlooking Luray – Brooke Fox



Shenandoah River – Shenandoah River Outfitters

#### **B. IMPROVE TOURISM INFRASTRUCTURE**

- 1) *Enhance visitor infrastructure*
  - a. *Improve wayfinding signage, parking availability, walkability, and public amenities to create a seamless and welcoming visitor experience*
- 2) *Invest in sustainable infrastructure*
  - a. *Install EV charging stations, water bottle refill stations, and support green initiatives to appeal to environmentally conscious travelers*

#### **C. SUPPORT TOURISM MARKETING**

- 1) *Luray Downtown Initiative*
- 2) *Chamber of Commerce*
- 3) *Page County Economic Development Authority*
- 4) *Local events and festivals*
- 5) *Promote Agritourism & Local Businesses*
  - a. *Highlight farms, markets, wineries, breweries, and outdoor recreation providers to diversify visitor offerings – store fronts that market & sell these products*
- 6) *Grow Year-Round Tourism*
  - a. *Develop off-season events, festivals, and experiences that increase visitation beyond peak summer months*
- 7) *Elevate Agritourism Marketing & Branding*
  - a. *Develop a unified brand identity and digital marketing strategy that reflects Luray's unique character and assets*
- 8) *Preserve natural and cultural resources*
  - a. *Balance visitor growth with protection of historic sites, scenic views, and sensitive environmental areas*
  - b. *Local government protections through cultural & historical district regulations*





Train Depot, Luray-Page Chamber of Commerce & Visitor Center – Ben Glenn

## SUMMARY

*Luray is a vibrant tourism destination in the heart of the Shenandoah Valley, celebrated for its natural wonders, historic charm, and outdoor recreation. The town's walkable downtown features are locally owned shops, restaurants, museums, and cultural landmarks like the Luray Singing Tower and the*

*Hawksbill Greenway. With a mix of adventure, relaxation, and small-town hospitality, Luray's tourism industry plays a vital role in its economy and community identity.*



## Section: 7

# Population & Growth





## HISTORIC POPULATION TRENDS

*In the early 19<sup>th</sup> century, Luray grew gradually as ironworks, mills, and agriculture supported its economy. By 1975, the town's population was approximately 2,768, and it saw a significant increase over the next few decades, reaching its historical peak in 2010 when the U.S. Census reported the Town of Luray's population to be 4,895 residents with a median age of 54.9. This count represents a net gain of 24 residents from the 2000 U.S. Census estimate, or a 10-year growth rate of 0.5 percent. Since then, Luray's population has declined slightly. This trend mirrors broader patterns in small Appalachian towns, where economic shifts and aging demographics have slowed growth. Despite these changes, Luray remains a vital center in Page County, bolstered by tourism, local investment, and community initiatives.*

*The following chart illustrates historic census count for the Town of Luray starting in 2000 and ending with the 2025 U.S. Census population count. As the chart indicates, the Town has undergone several relatively significant population spikes over the last 23 years, particularly between 2009 and 2010 and between 2016 and 2018. As of 2025, the U.S. Census reported the Town of Luray's population to be 4,836 residents.*



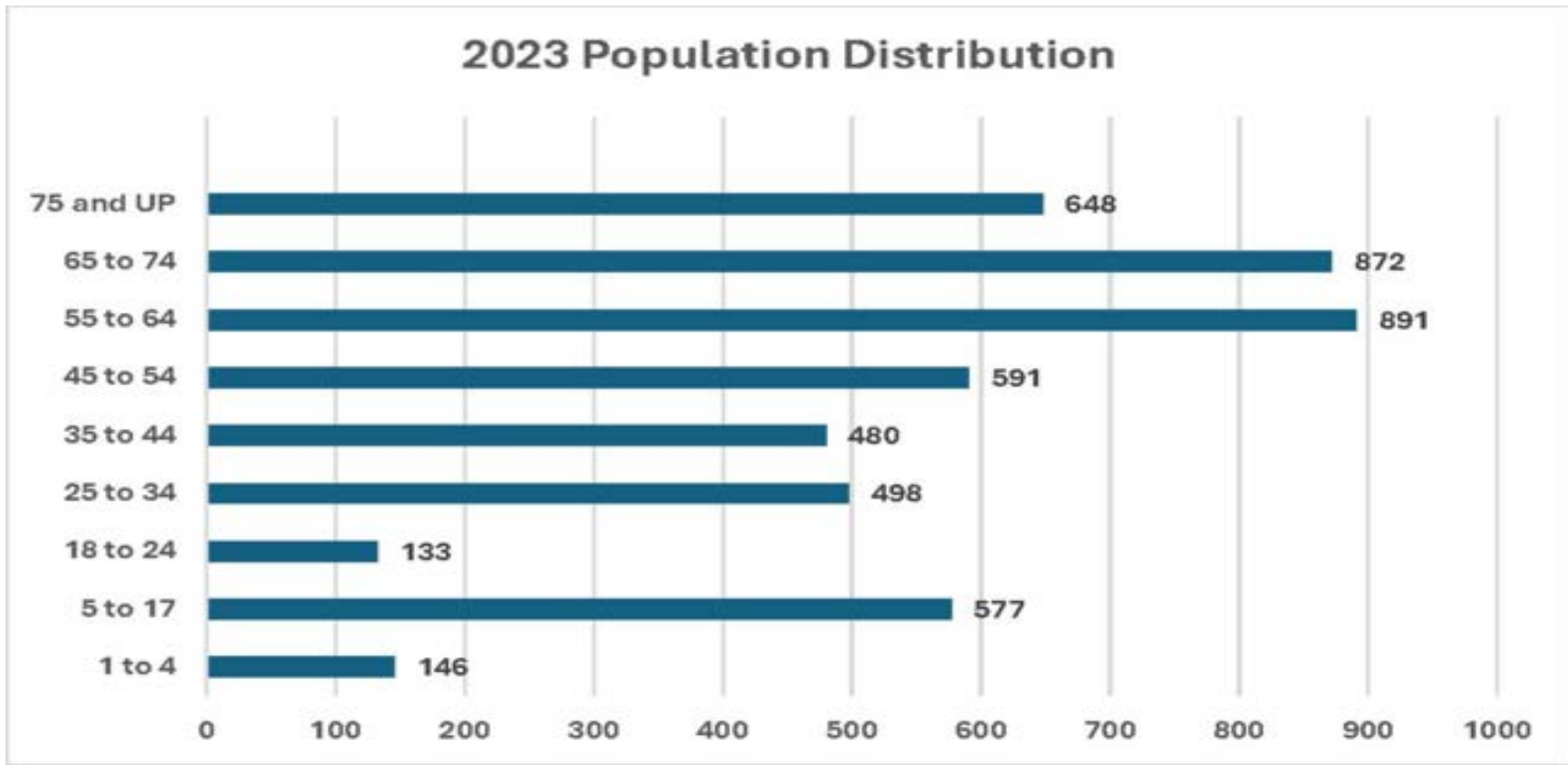
Photo Broad St looking south – Ben Glenn



## Population 2000-2025



Census Report

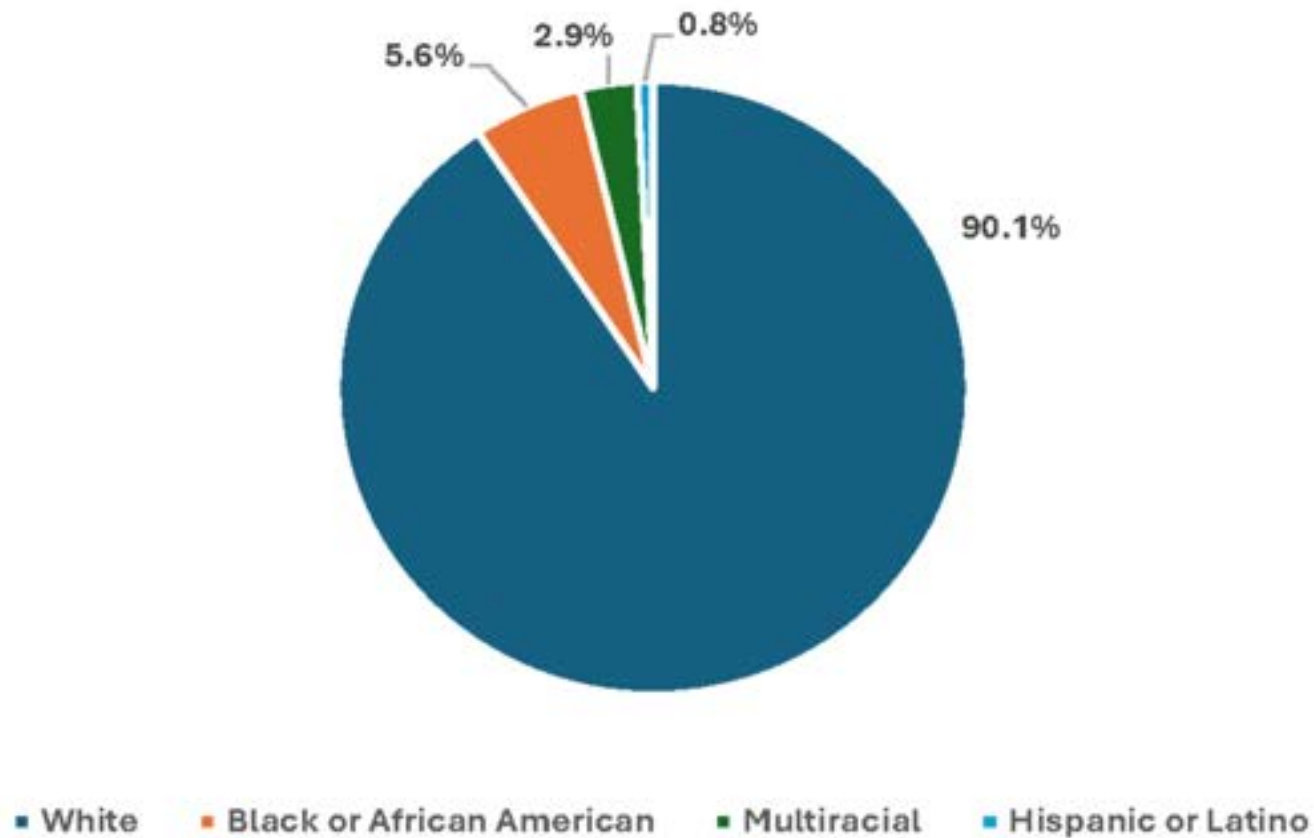


American Community Survey

*As of 2025, Luray's population stands at approximately 4,836 residents spread across 4.9 square miles, resulting in a density of about 995 people per square mile.*

*The town has a notably high median age of 54.9, which is significantly older than both the Page County average of 45.4 and the Virginia state average of 38.8. This reflects a community with a large proportion of retirees and aging households.*

## Racial Demographics 2023



American Community Survey

*In terms of racial composition, over 90% of residents identify as White (non-Hispanic), followed by about 6% Black or African American, with very small percentages of other racial groups. The gender distribution is nearly even, with women making up*

*50.96% and men 49.05% of the population. Most residents are U.S.-born citizens, and over 92% live in the same house as they did the previous year, indicating a stable and rooted community.*



## Section: 8

# Land Use & Zoning



## INTRODUCTION

*The town's zoning system divides land into distinct districts such as residential, business, and industrial zones, each with specific guidelines for permitted uses, building dimensions, setbacks, and density controls. Luray's zoning ordinance is supported by a comprehensive plan that guides long-term development while maintaining the town's character and environmental integrity.*

### I. ACCURATE & ADEQUATE ZONING

#### A. ALIGNING LAND USE WITH ZONING

- 1) *Change zoning to match actual land use*
- 2) *Identify and promote alignment by altering zoning*
- 3) *Insuring compatibility with existing infrastructure*
- 4) *Create harmonious transition between zoning types*
- 5) *Minimize or Eliminate "Spot" & "Split" Zoning*
- 6) *Enhance and provide open green space in the community*

#### B. BORDER PARCELS WITH PAGE COUNTY-CORPORATE LIMIT BOUNDARIES

- 1) *Evaluate compatible uses for parcels*
- 2) *Coordinate with Page County Planning to make sure the parcels are compatible with one another*

### II. EXISTING & PROPOSED LAND USES

#### A. AGRICULTURAL

- 1) *Identify current use of agricultural land*

- 2) *Evaluate and monitor – tall grass, chickens, care of animals, odors*
- 3) *Make appropriate ordinance changes*

#### B. FUTURE LAND USE AND GROWTH

- 1) *Map other resources*
- 2) *Smart growth in appropriate areas*
- 3) *Insuring Compatibility with existing infrastructure*

### III. DEVELOPMENT OF SPECIAL DISTRICTS

#### A. DOWNTOWN MAIN STREET

- 1) *Work with Luray Downtown Initiative to enhance business district*
- 2) *Offer finance options to help kickstart businesses*
- 3) *List of advantages for businesses in business district*

#### B. HISTORIC DISTRICT

- 1) *Virginia Main Street Program*
- 2) *Provide incentives to property owners*
- 3) *Historical District tax credits – State Program*
- 4) *Department of Historic Resources*

#### C. ARTS AND CULTURAL DISTRICT

- 1) *Enhance awareness*
- 2) *Promote activities*
- 3) *Identify Artists*
- 4) *Provide additional incentives*

#### D. HUB ZONE

- 1) *Maintain Luray's HUB Zone*
- 2) *Educate community about business opportunities and incentives*

#### E. ENTERPRISE ZONE

- 1) *Maintain & utilize by informing applicants*



F. FUTURE TOURISM ZONE

- 1) *Work with LDI, Chamber, EDA to adopt*

G. URBAN DEVELOPMENT AREA



Flood of 1996 – Main Street Bridge, Brown's Restaurant

**IV. FLOODPLAIN**

A. IMPLEMENT FLOODPLAIN EDUCATION & ASSISTANCE

<https://www.fema.gov>

- 1) *Educate owners about requirements*
- 2) *CodeRED Emergency Notification System*  
<https://pagecounty.virginia.gov/173/CodeRED-Emergency-Notification-System>
- 3) *Floodplain elevation certificates – more affordable & easier to obtain*
- 4) *Enhance compliance with Floodplain Ordinance*

- 5) *Floodplain Map, FIRM Maps, (Hawksbill Creek & Dry Run)*

- a. *Provide links to GIS Mapping to increase knowledge*

- 6) *Enhance Floodplain Certificate Program through local surveyors*

- a. *Hold meetings with local surveyors to discuss how to utilize Floodplain Elevation Certificates*
- b. *Initiate Floodplain Review on applications that are in the floodplain and floodplain elevations*
- c. *Create floodplain review checklist based on floodplain ordinance*

**V. SPECIAL USE COMPLIANCE**

A. EVALUATE SPECIAL USE PERMITS ISSUED FOR COMPLIANCE OF THE ORDINANCE AND THEIR CONDITIONS

B. ENCOURAGE USE OF SECTION 515 TO INCLUDE ALL COMPONENTS ON THE SITE PLANS

**VI. ACCURATE & EFFICIENT PERMITTING**

A. CLEAR REGULATIONS & REQUIREMENTS

- 1) *Evaluate the ordinance in areas we receive questions in order to make it clearer*

B. BE PROACTIVE WITH THE ZONING PROCESSES

- 1) *Work with County Building Office*

C. EARLY ENGAGEMENT & BETTER COMMUNICATION

- 1) *Evaluate average completion and issuance of permits*
- 2) *Streamline internal review and processing*
- 3) *Timely review process*





Luray Looking West – Ben Glenn

## SUMMARY

*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. Through zoning permits, special use applications, and public hearings led by the Planning Commission and Town Council, Luray ensures that land use decisions reflect both community needs and strategic growth goals.*

*As Luray progresses into the future it will be imperative to accommodate new growth and respond to change while maintaining aspects of the Town that are valued by its residents, businesses, and visitors.*



## Section: 9

# Housing



## INTRODUCTION

*Historically shaped by modest single-family homes and rural development patterns, Luray's housing stock is now evolving to meet modern needs. The town faces challenges related to aging infrastructure and limited availability of affordable and workforce housing. In response, Luray has launched initiatives to address blighted properties and encourage mixed-use development, including a recent \$1 million state grant supporting a 28-unit workforce housing project on Campbell Street. These efforts aim to attract younger residents, support local workers, and ensure that housing remains accessible and sustainable for future generations. As part of its broader economic development strategy, Luray is working to balance preservation with progress in its residential planning.*

### I. HOUSING AFFORDABILITY

#### A. ZONING

- 1) *Permit affordable housing conforming with the regulations in each of our Zoning Districts.*
- 2) *Include housing affordability elements into the PND designs and encourage this element on smaller lot sizes*
- 3) *Encourage local builders to utilize modular houses as duplex on permanent foundations where zoning allows multi-family dwellings*
- 4) *Consider adding a smaller lot size for smaller homes*
- 5) *Reduce the minimum house living space square footage*

- 6) *Support manufactured homes by right in additional zoning districts provided that the units are placed on permanent continuous masonry foundations*

#### B. VARIETY

- 1) *Evaluate zoning map for adequate distribution of zoning that supports a variety of housing types*
- 2) *Work with developers to provide a variety of housing*

#### C. CONTRIBUTING ELEMENTS

- 1) *Supply and demand balance*
  - a. *Housing production has not kept pace with population growth especially in densely populated urban areas*
  - b. *Smaller average household sizes increasing the need for more homes per person*
  - c. *Local zoning and land use regulations can limit construction of diverse and more affordable housing types*
- 2) *Rising Costs*
  - a. *Rising median home prices*
  - b. *Shortage of affordable rentals*
  - c. *Increased construction costs*
  - d. *Rising utility costs*
  - e. *Increased property taxes*
- 3) *Income Disparities*
  - a. *Essential occupations with below-average wages struggle to afford rising housing costs*
  - b. *Income gaps between renters and homeowners*



- 4) *Lack of affordable housing options*
  - a. *Shortage of affordable rental units*
  - b. *Lack of availability of downpayment assistance programs can lead to increased debt and higher interest rates for borrowers*
  - c. *Publicly supported affordable rental apartments relying on low-income tax credits are at risk of losing affordability restrictions by 2040*
- 5) *Other factors*
  - a. *Limited housing choice*
  - b. *Aging housing stock*
  - c. *Mortgage interest rates*
  - d. *Land availability and cost*
  - e. *Local amenities – Proximity to Luray Caverns, Shenandoah National Park, George Washington National Forest, Shenandoah River*

## **II. TYPES OF HOUSING**

### **A. PLANNED NEIGHBORHOOD DEVELOPMENT (PND)**

- 1) *Development to provide a variety of housing types and possible commercial use that will incorporate multi-modal transportation at its heart.*
- 2) *Implement density bonuses for PND workforce housing to be included*

### **B. VILLAGE RESIDENTIAL**

- 1) *Consider Village Residential which allows for smaller sized homes*



Village Residential Development in Farmville, Virginia

### **C. WORKFORCE HOUSING**

- 1) *Utilize state and federal grants to facilitate additional workforce housing, and utilize the funding for new construction or renovation of existing housing*

### **D. APARTMENTS**

- 1) *Use renovation incentives to promote more apartment housing*
- 2) *Investigate residential use in commercial districts as a by-right use*

E. ACTIVE ADULT/SENIOR HOUSING

- 1) *Develop ordinance to allow age restricted housing*
- 2) *Pursue developments that enable active lifestyles for seniors*
- 3) *Village Residential Zoning District*
- 4) *Propose group homes for elderly & disabled*
- 5) *Promote rehabilitation housing & homeless housing*
- 6) *Propose adult half-way homes, and other types of multi-member housing*

F. MIXED USE IN BUSINESS DISTRICT (B1)

- 1) *Promote a combination of residential and business uses in the business district*
- 2) *Investigate residential use in commercial districts as a by-right use*
- 3) *Encourage converting existing structures to apartment houses in commercial districts as a by-right use*

G. LEASED HOUSING

- 1) *Update ordinance to allow for leased housing*
- 2) *Update ordinance to allow for development of apartments*

**III. LODGING**

A. HOTEL/MOTEL

- 1) *Provide and maintain true lodging establishments – work with building officials, owner, & health department to ensure they remain true transient lodging establishments*
- 2) *Need for more chain lodging with conference space, chain restaurant*

B. BED & BREAKFAST

- 1) *Encourage in zoning districts*

- 2) *Ensure special use permit & conditions*

C. LODGING HOUSES/SHORT TERM HOME RENTALS

- 1) *Identify correct zoning*

- 2) *Ensure special use permit & conditions*

- 3) *Collect tourism lodging tax*

- 4) *Solicit public input to ensure appropriate short-term rental locations*

**IV. NEIGHBORHOODS**

A. CODE ENFORCEMENT

- 1) *The Town shall equitably enforce its Zoning Ordinance to ensure property land use and promote increasing property values*

[https://library.municode.com/va/luary/codes/code\\_of\\_ordinances](https://library.municode.com/va/luary/codes/code_of_ordinances)

B. VIRGINIA MAINTENANCE CODE

- 1) *The Town should investigate the possible benefits of implementing the Virginia Property Maintenance Code*

<https://www.dhcd.virginia.gov/sites/default/files/DOCX/building-codes-regulations/archive-codes/2021/2021-virginia-property-maintenance-code.pdf>

**V. ZONING**

A. ENSURE APPROPRIATE DEVELOPMENT

- 1) *Evaluate zoning regulations annually*



Photo Brian Robbins - 15 Campbell Street Workforce Housing Development Project

## SUMMARY

*The Town recognizes the importance of housing as a fundamental need of community well-being, and it seeks to promote a variety of housing types and opportunities to meet the diverse needs of Luray residents. The housing plan serves as a guideline for addressing and examining the diverse and evolving housing needs of our community.*

*By examining current housing conditions, identifying future challenges, and outlining strategies for improvement, this plan aims to create a more inclusive, affordable, and sustainable housing environment for all residents.*



# Section: 10

## Historical Resources



## HISTORIC RESOURCES

*The United States Department of Interior and the Virginia Department of Historic Resources recognize the Luray Historic District. [www.dhr.virginia.gov/historic-registers/159-5064](http://www.dhr.virginia.gov/historic-registers/159-5064) The district embraces the historic commercial core of the Town, which developed after the Town's establishment in 1812 along the east-west axis of Main Street. Hawksbill Creek bisects the commercial area (and the district), a tributary of the South Fork of the Shenandoah River, and the downtown occupies the hillsides on each side of the creek at elevations of between 700 and 900 feet above sea level.*

*The district embraces approximately thirty-five acres along Main Street with short extensions along Court and Broad streets. It extends from the Norfolk Southern rail line on the east to the park-like grounds of the Mimslyn Hotel on the west. The district is densely built-up with commercial buildings and other building types dating primarily from the 1830s through the 1940s, with a few structures dating before and after that span. The total number of resources is 101, of which seventy-nine (78 percent) are “contributing”, meaning they were in existence during the period of significance (ca. 1830-1953) and they possess sufficient historic integrity.*

## COMMERCIAL STRUCTURES

*The commercial buildings in the Town are generally one, two, or three-story brick buildings built up to the street. The earliest surviving commercial buildings, those dating to the antebellum period, are domestic in character (in part a reflection of their dual function as dwellings) with their long dimension along the street, gable or hip roofs, and unspecialized street fronts. Commercial buildings from the postbellum period through the mid-twentieth century are characterized by rectangular footprints with the short dimension on the street, parapeted shed roofs sloping away from the street, and specialized street elevations with storefronts with large display windows. Other historic building types include dwellings, hotels, churches, warehouses, government buildings (a courthouse, firehouse, and post office), a school, a train station, and a monument. Secondary resources such as garages, chicken houses, and sheds are relatively few in number.*

<https://www.townofluray.com/about-2/history>





Photo - Aventine Hall Website

*Luray has several key historical resources which together paint a holistic picture of Luray's past from natural geological wonders to 19<sup>th</sup> century architecture, from agricultural and industrial roots to the growth of tourism and heritage interpretation. Preserving and interpreting these sites not only supports local identity and tourism but also ensures that future generations can understand how Luray developed over time.*

*Aventine Hall was built in 1852 in Greek Revival Style. This historic home is part of Luray's heritage and is listed on the National Register of Historic Places. It is currently being restored by its new owners, and you can follow the restoration on their Facebook page.*

<https://www.facebook.com/AventineHall>

<https://aventinehall.com>



Photo - Aventine Hall Rebirth Facebook Page





Photo - Virginia Department of Historical Resources

*The Ruffner House, located on the outskirts of the town of Luray, is a two-story brick dwelling built in two phases. The original section was constructed about 1825 for Jonas Ruffner, a trustee of the town when it was founded in 1812. Around 1850, owner William Chapman enlarged the structure to its present size. The house features a richly ornamented Federal entryway and other Federal- and Greek Revival-style decorative elements. In the early 1880s, the property became a part of the adjacent Luray Tannery.*

*The Deford family, owners of the tannery from the 1890s to 1950, added a number of buildings to the Ruffner House property such as a rambling Victorian dwelling known as the Cottage, an 1890s frame bank barn, and a circa 1930 swimming pool. The main house and the Cottage served as residences for the tannery's owners, superintendents, and workers.*



Photo Ruffner House - David Edwards/DHR, 2022

<https://www.dhr.gov/historic-registers/159-5025>



Photo Luray Caverns, Original entrance to caverns

*Luray Caverns is one of the most significant components of Luray, Virginia's historical resources—both as a natural wonder and as a cornerstone of the town's cultural and economic heritage. Discovered in 1878, the caverns quickly became a major attraction that put Luray on the national map, helping to shape its identity as a gateway to the Shenandoah Valley. The site's development over time reflects the evolution of tourism in rural Virginia—from early exploration and guided lantern tours to modern preservation and visitor education. Architecturally and historically, the associated structures and landscape, including the early 20th-century entrance buildings and the nearby Shenandoah Heritage Village, illustrate how natural features were integrated into the community's broader growth. Beyond its geologic and scenic importance, Luray Caverns has been central to the town's economy, drawing visitors for over a*

*century and influencing the development of local businesses, roads, and public infrastructure. Today, it stands not only as a geological marvel but also as a living link to Luray's past—representing the town's enduring relationship between nature, history, and tourism.*

*Also located at Luray Caverns is the Shenandoah Heritage Village. It is a 7-acre re-creation of a 19<sup>th</sup> century farming community with restored buildings from the region.*

<https://luraycaverns.com/explore/shenandoah-heritage-village>



Luray Caverns Photo – Ben Glenn



Mimslyn Inn Photo – Historic Hotels of America

*The Mimslyn Inn is a key part of Luray, Virginia’s historical resources because it embodies the town’s early 20th-century growth, architectural heritage, and long-standing role as a regional destination for travelers. Built in 1931, the inn reflects the Georgian Revival architectural style that was popular during that era, showcasing grand columns, symmetrical design, and elegant brickwork that convey a sense of permanence and Southern charm. Its construction marked an important period in Luray’s development, coinciding with the town’s rise as a tourist hub following the discovery of Luray Caverns and the expansion of automobile travel through the Shenandoah Valley. Over the decades, the Mimslyn Inn has hosted generations of visitors, community events, and celebrations, becoming an enduring symbol of Luray’s hospitality and heritage.*

*Its careful preservation and restoration maintain not only its architectural integrity but also its cultural significance as a gathering place that bridges Luray’s historic past with its vibrant present. Today, the inn stands as a living landmark—representing the town’s commitment to preserving its character while continuing to welcome new opportunities for tourism and community life.*

<https://www.historichotels.org/us/hotels-resorts/the-mimslyn-inn>

<https://mimslyninn.com>



Photo – Historic Hotels of America





Green Hill Cemetery Photo – Aubrey Von Lindern/DHR

*Green Hill Cemetery is an essential part of Luray, Virginia’s historical resources because it serves as both a record of the community’s past and a reflection of its cultural and social history. Established in the 1877 by Daniel Fagan, a former Mayor of Luray, the cemetery is the final resting place for many of Luray’s early residents, civic leaders, veterans, and families who helped shape the town’s development. Its landscape design follows the 19th-century “rural cemetery” movement, featuring winding paths, mature trees, and ornamental headstones that blend natural beauty with commemoration—a style that illustrates changing attitudes toward death, remembrance, and public space during that era.*

*The variety of monuments and markers found there reveals local craftsmanship, historic symbolism, and the evolution of burial traditions over time. Listed on the Virginia Landmarks Register, Green Hill Cemetery is not only a place of remembrance but also an outdoor museum of Luray’s heritage—offering insights into the town’s demographics, values, and artistry. As a preserved historic landscape, it continues to connect present-day residents and visitors to Luray’s enduring story.*

<https://www.dhr.virginia.gov/historic-registers/159-5013>



Photo Town Staff, Entrance to Green Hill Cemetery on E Main Street



*The US Post Office at 102 South Broad Street was constructed in 1938. The cornerstone identifies Louis Simon as the Supervising Architect who was the last Supervising Architect for the US Treasury. He was the Supervising Architect for the Franklin Roosevelt Presidential Library and Museum in Hyde Park, New York. The lobby includes the mural “Luray 1840” e” by Sheffield Kagy in one of 28 public paintings done in Virginia between 1937 and 1941 to celebrate, in art, the best of American Culture.*



Luray Post Office – Town Staff

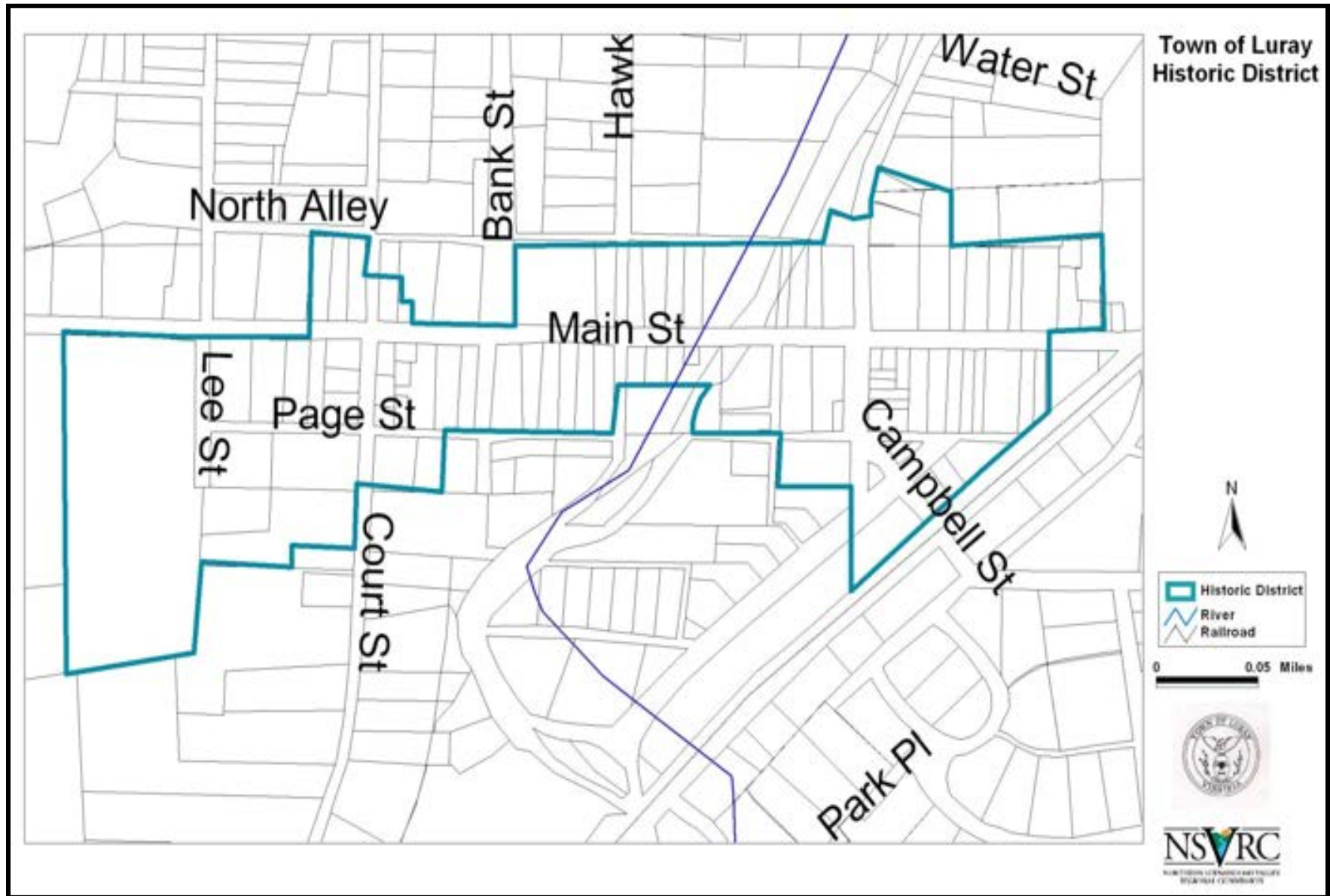


"Luray 1840" Mural – Town Staff

## **SUMMARY**

*Luray, Virginia’s historical resources together tell the story of a small Shenandoah Valley town whose identity has been shaped by its natural wonders, architecture, and community heritage. Through local preservation efforts and state recognition, Luray continues to honor its past while integrating historic assets into its modern identity. Together, these resources, along with Luray’s traditions, festivals, and natural surroundings, form a cohesive heritage landscape that connects the community’s past to its present identity and future vision for preservation, education, and sustainable growth.*





# Section: 11

# Parks & Recreation





Ralph H. Dean Recreation Park - Ben Glenn

## INTRODUCTION

*Luray's Parks and Recreation Department plays a central role in enhancing community life. They are responsible for the operation and management of seven parks consisting of approximately 300 acres of park land located in and around the Town. It organizes seasonal events, youth sports leagues, and wellness activities that foster engagement across all age groups. The department also collaborates with local*

*organizations to promote environmental stewardship and maintain the town's scenic beauty. Through its commitment to accessibility, safety, and community enrichment, Luray's Parks and Recreation Department helps create a vibrant and active lifestyle for everyone in the area. Luray offers a vibrant parks and recreation system that blends natural beauty, outdoor adventure, and community engagement across its scenic landscape.*



## LAKE ARROWHEAD

*Luray's largest park is Lake Arrowhead Park, built in the early 1970's for flood control and water supply. Located approximately two miles outside of Town's limits, Lake Arrowhead is a 34-acre lake with abundant fishing and boating opportunities. Surrounding the lake, you will find amenities including six picnic shelters, restroom facilities, a ballfield, playground areas, volleyball nets, horseshoe pits, and two miles of marked hiking trails all making this a popular getaway for families, anglers, or anyone just wanting a serene spot surrounded by nature. The park has a total of 122 acres.*



Lake Arrowhead – Raymond Bogusz



Lake Arrowhead Information Station – Rec Park Staff

*The newly added Lake Arrowhead Information Station serves weekend park visitors from Memorial Day through September. During this time staff is available and offers fishing licenses, boating permits, and shelter rentals if available.*

<https://www.townofluray.com/parks/lake-arrowhead>

## RALPH H. DEAN RECREATION PARK

*The Luray Recreation Park was built in the early 1990's partially with funding from the Department of Conservation and Recreation and the Virginia Department of Transportation. In 2009, the Luray Recreation Park was rededicated as the "Ralph H. Dean Recreation Park", in honor of long time Mayor, Ralph H. Dean. This park consists of approximately 58 acres. The 28-acre athletic field complex offers 6 Sports Fields (Softball, Baseball, Soccer, Football, Lacrosse) and a multi-purpose building used for meetings, concessions, and restrooms. In 2010, two lighted "championship style" softball fields were constructed at the Recreation Park. Both fields contain seating and press box areas. Since the softball complex's development, the fields have been utilized for several annual regional softball tournaments and have only further enhanced Luray's reputation as an outdoor recreation and sports destination.*



Skate Park – Ralph H. Dean Recreation Park

*Also located at Ralph H. Dean recreational Park is a newly rebuilt Imagination Station playground with a smaller restroom facility, a one-mile walking fitness trail, and picnic shelters available for rental, two pickleball courts, an 18-hole disc golf course and a skatepark. Additional property is being graded in preparation for future development.*

<https://townofluray.com/parks/ralph-h-dean-park>



Imagination Station Playground – Ralph H. Dean Rec Park

## HAWKSBILL GREENWAY

*The Luray Hawksbill Greenway is located along the Hawksbill Creek in Luray. The linear park features a 10-foot-wide paved walking and handicap accessible pathway with benches and picnic tables which parallel the Hawksbill Creek. Phase One of this planned four-phased trail, which is ½ mile in length, was completed in the spring of 2002. This phase runs from the commuter park-and-ride (located at the intersection of Route 211 Bypass and Route 340 South) to Main Street. Phase Two, complete in 2003, crosses Main Street, and for approximately ½ mile before stopping at the Route 340 (Farm Bureau) bridge. This phase includes a beautiful plaza area with a pocket park, landscaping, a drinking fountain, picnic tables, benches, and a stage. Phase Three, completed in 2005, runs from the park-and-ride area under Route 211 Bypass and makes a large loop. This phase is approximately ¾ of a mile in length and transverses a riparian area. Further extensions have been completed to Linden Avenue, and two-bathroom facilities have been added as comfort stations. To date, the total trail distance round trip is roughly 3 miles.*

*The Hawksbill Greenway Foundation is the 501C3 arm of the Town of Luray and supports the approximately 300 acres of park lands in the town with a focus on the Hawksbill Greenway. The Greenway was built in four phases and will be celebrating the 25<sup>th</sup> anniversary of the first shovel of soil to be moved for phase one in April of 2026. Currently the Greenway*

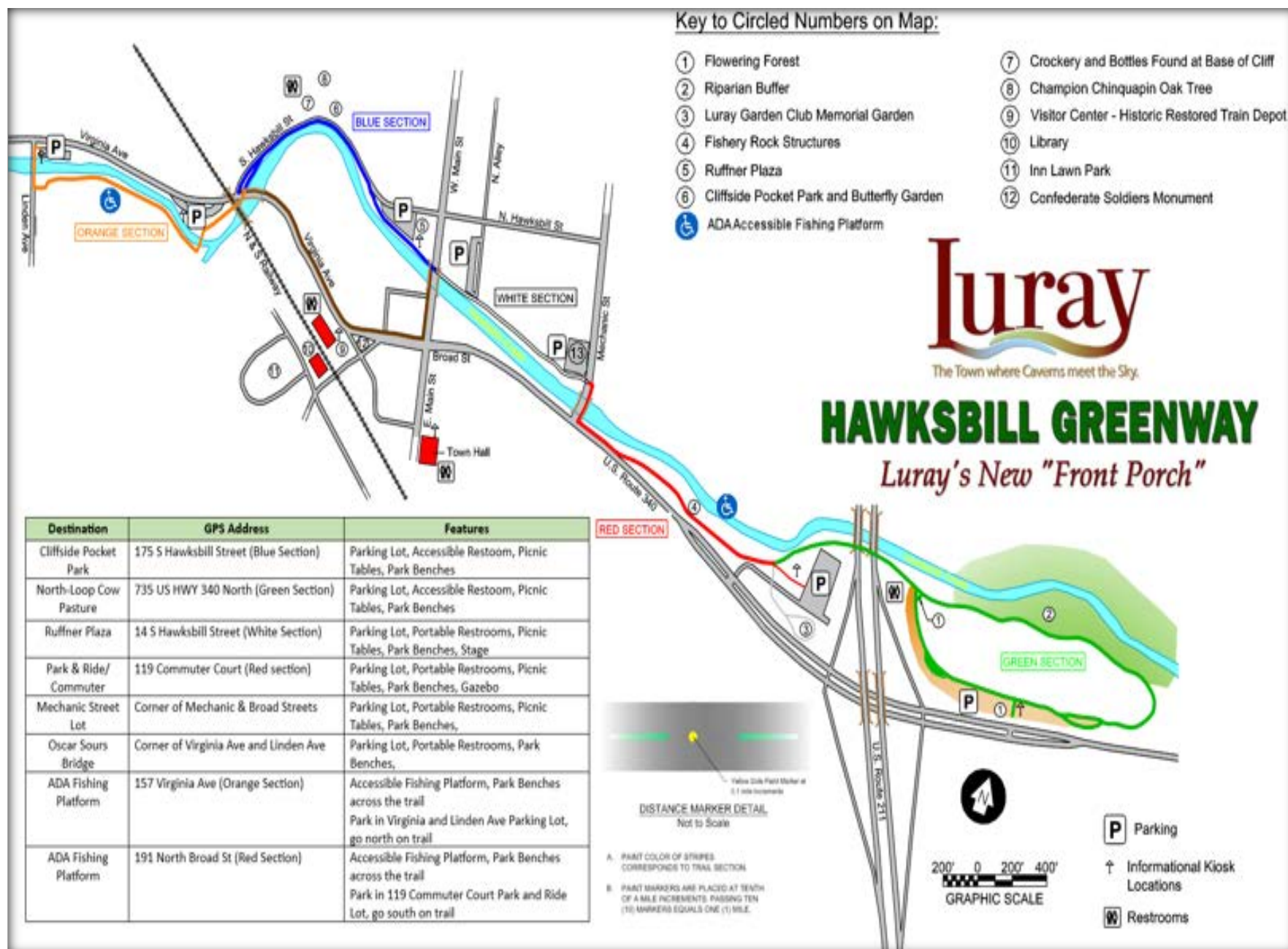
*Foundation is working on the development of phase five of the Greenway which will start at the most northern loop, cross the Hawksbill Creek, and then run 1,100 feet north to Redwell Isabella Furnace at Yager Spring. The trail will be a 10-foot-wide asphalt ADA accessible trail. It will be necessary not only to build a bridge over the Hawksbill Creek but also to rebuild the dam at Yager Spring. Yager Spring is a back-up water source for the town putting 8 million gallons of water into the Hawksbill Creek daily. The spring is the reason and the main water source for the building of Redwell Furnace in 1787 which was the basis for the establishment of the Town of Luray. The trail will terminate at Redwell Isabella Furnace which will have benches, picnic tables and interpretive signage explaining the history and operation of the furnace.*



In Remembrance:

Logo inspired by the original Red Tail Hawk ink drawing by Ken Beyer  
“Father of the Greenway” September 12, 1930 – September 21, 2025







Hawksbill Greenway Trail – Rec Park Staff

*The district includes two circa 1800 buildings, a cemetery, a stone foundation, the furnace bridge mound, the Isabella Furnace Office, and the Yager Spring House which pumps millions of gallons of water into the Hawksbill Creek each day. The Redwell-Isabella Furnace Historic District is approximately nine acres on the west bank of the Hawksbill Creek. The Furnace first fired on September 27, 1787. Most of its iron activities were shut down by 1841.*

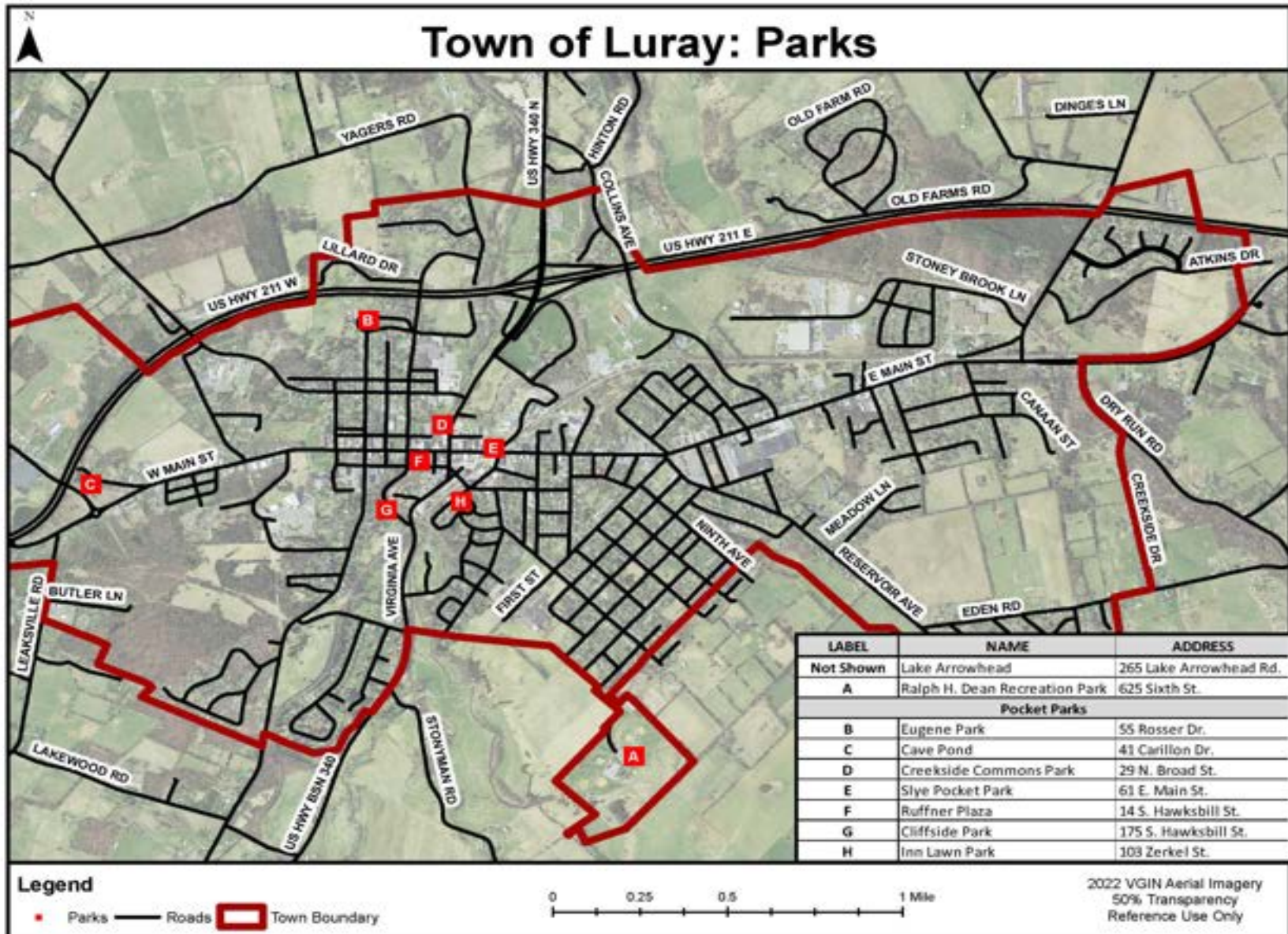
*Ore fired at the site was used for national defense, as well as construction efforts at the University of Virginia and Monticello. Isabella Furnace also helped provide the materials that created the first structures in Luray.*

*Redwell Information Brochure –  
<https://hawksbillgreenway.org/wp-content/uploads/2024/10/Redwell-Information-Brochure-8-2024.pdf>*



Yager Spring House (c. 1800) – David Edwards/DHR







## POCKET PARKS

*The Town also maintains a small neighborhood park and several pocket parks throughout the Town. The Luray Inn Lawn Park is located across from the Page Public Library and consists of a community gazebo, picnic areas, and playground equipment. Eugene Park, located on Rosser Drive, is a community green area which often serves as an area for picnics and informal recreational activities. The Cave Pond Park is located on West Main Street and includes a one-acre pond with a lighted fountain and picnic shelters. Slye Pocket Park is located on East Main Street and is a small park with landscaping, picnic tables, and benches. Creekside Commons is the Town's newest pocket park and features a roadside picnic area overlooking the Hawksbill Creek and Greenway Trail. Cliffside Park is located on S Hawksbill Street parallel to the Hawksbill Greenway. It offers shaded picnic areas and a pet friendly drinking fountain. Ruffner Plaza is located to the right of the main street bridge and along side the Hawksbill Creek and Greenway. It is host to the "Evenings on Main" music series.*



Inn Lawn Park – Zerkel Street

## **I. FACILITIES**

<https://www.townofluray.com/parks/parks-recreation>

### **A. LAKE ARROWHEAD**

- 1) *Expand parking*
- 2) *Enhance information station (expansion of services and features)*
- 3) *Promote and enhance fishing and boating opportunities and amenities*
- 4) *Enhance recreational amenities (basketball and volleyball courts, nature trails)*
- 5) *Boat dock and handicap accessible platform*

### **B. RALPH H DEAN RECREATION PARK**

- 1) *Update master plan elements map (additional amenities, parks, and rec office)*
- 2) *Complete renovations of fit trail – Resurfacing and Exercise Station Upgrades*
- 3) *Lighting Upgrades and Additions for Ralph Dean Park Athletic Fields*

### **C. POCKET PARKS**

- 1) *Enhance and promote locations for citizens and visitors*

### **D. HAWKSBILL GREENWAY**

<https://hawksbillgreenway.org>

- 1) *Continue extension to Ralph H. Dean Recreational Park*
- 2) *Continue extension to West Side of town*
- 3) *Continue plans for development of Yager Spring/Redwell Furnace Expansion*
- 4) *Trail bollard and sign upgrades*
- 5) *Maintain close partnership with the Hawksbill Greenway Foundation*
- 6) *Maintain linear trail system to provide for and meet the community and guest needs*
- 7) *Kiosk upgrades and additional locations*



Trout Derby 2025 – Luray Rec Park Staff



Trout Derby 2025 – Luray Rec Park Staff

## **II. MARKETING & FUNDING**

### **A. OPPORTUNITIES & RESOURCES**

- 1) *Partnerships*
  - a. *Department of Forestry*
  - b. *Division of Wildlife Resources*
- 2) *Grants*
- 3) *Funding Through Capital Improvement Project Funds*
- 4) *Enhance the use of social media*
- 5) *Coordination of seasonal and periodic users*
- 6) *Continue to promote events through rack cards, flyers, signage, and other print media*
- 7) *Effective and targeted coordination & marketing of events*

## **SUMMARY**

*Luray's vast parks and recreation system along with its open spaces plays a vital role in enhancing quality of life, supporting tourism, and fostering a strong sense of community through year-round access to nature and leisure. These facilities maintain a wide variety of venues and activities to support Luray's citizens and the visitors.*



## Section: 12

# Education & Childcare





## PRIMARY & SECONDARY EDUCATION

*Inside of town limits is Luray Elementary School and Luray Middle School; both located on Luray Avenue and serving town residents since 1961 and 1930, respectively. The newly constructed Luray High School (2009) lies just outside of the town limits but serves residents of Luray. Page County Public Schools are responsible for the education of all students and aim to equip them with the knowledge, skills, and values necessary to be informed, engaged, and productive members of Luray. <https://pagecounty.k12.va.us>*

*On average between the three schools, Fall of 2024:*

**47%** of students are Economically Disadvantaged

**17%** of students are Students with Disabilities

**3.2%** of students are English Language Learners

*Data courtesy of the Virginia Department of Education*

<https://schoolquality.virginia.gov/divisions/page-county-public-schools>

*With sports teams, academic teams, music performances, art shows, student government, and service clubs- the schools offer opportunities for youth empowerment and involvement in our community.*



*Luray High School seniors visit Springfield Elementary School – Sophie Williams*

## HIGHER EDUCATION & CAREER DEVELOPMENT

*Luray hosts the Luray-Page chapter of Laurel Ridge Community College- LRCC (formally Lord Fairfax)- it offers associate degree programs, certificates, dual enrollment, and transfer opportunities to 4-year universities. Jenkins Hall is the new center of the Luray-Page chapter. It opened in 2021 and is located behind the 2-11 shopping center.*

<https://laurelridgeworkforce.com>



LAUREL RIDGE COMMUNITY COLLEGE-LURAY CAMPUS

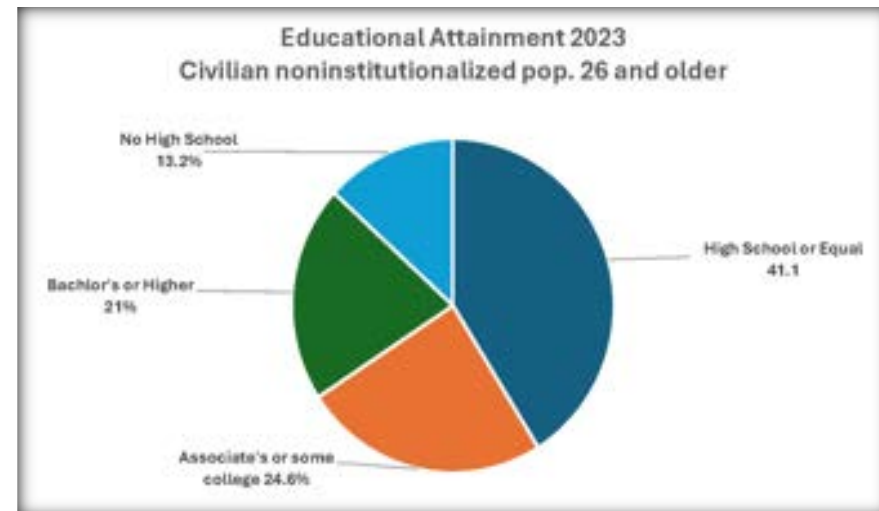
*Page County Technical Center offers a wide range of opportunities for high school students and postgraduates, including electricity, automotive technology, welding, practical nursing, health sciences, and cosmetology. In 1993, shortly after the Page County Technical Center was created, the Page County Technical Center Foundation (PCTCF) was established. The Foundation plays a critical role in efforts to enhance and expand the center's offerings, recognizing that technical training is a viable path to high demand careers.*

<https://www.pagecounty.k12.va.us/o/pctc>



Page County Technical Center – Page County Public Schools

*For families seeking alternatives, Mt. Carmel Christian Academy offers private, faith-based education from preschool through high school. <https://www.mtcarmelchristianacademy.org>*



American Community Survey

*Over the past 3 school years, on average, 13.9% of Luray High School students were enrolled in Dual Enrollment courses through LRCC. In the Class of 2024: Data courtesy of the Page Valley News*

**35%** of students would pursue higher education from a 4-year or 2-year institution  
**22%** graduated with a certificate from the Page County Technical Center

## **I. EDUCATION**

### **A. WORKFORCE DEVELOPMENT & TRAINING OPTIONS**

- 1) *Locate Small Business Development Center, Provide Training Program for Small Businesses*
- 2) *Maintain and grow the connection between Luray schools and town and community involvement*

## **II. CHILDCARE**

### **A. EXPANDED SUPPORT FOR CHILDCARE FOR LURAY RESIDENTS**





West Luray Recreation Center "The Rec"

*The REC is part of the Living Legacy which is a community nonprofit with a primary focus on underprivileged youth of various backgrounds including poverty, addiction, and abuse. Living Legacy is the umbrella non-profit that oversees "The REC", Historic Andrew Jackson Museum, and Restoration Park. "Using divine principles, our mission is to provide an environment for recreation, education, holistic health and wellness, restoration and healing, and special events, while building and rejuvenation hope and togetherness within our community."*

[www.LivingLegacyLurayVA.org](http://www.LivingLegacyLurayVA.org)

<https://www.facebook.com/WLurayRecCenter>

*Charlie's Guiding Light Early Learning Center, LLC is a Child Care Center with a maximum capacity of 85 children. This child care center helps with children in the age range of Birth – 12 years 11 months. The provider also participates in a subsidized child care program.*

<https://www.facebook.com/profile.php?id+100091931332466>





Luray Elementary & Luray Middle School, Luray Avenue – Ben Glenn

## SUMMARY

*Luray offers a strong public education system supported by Page County Public Schools, along with private and early childhood learning options that serve the town's families and students. The public school system provides comprehensive academic programs, extracurricular activities, and community engagement. The schools emphasize student achievement, career readiness, and personal growth, with access to athletics, arts, and technology.*

*The schools also benefit from statewide programs like Head Start, which is operated by Skyline CAP, Inc, and the Virginia Preschool Initiative (VPI), which supports early learning for low-income families. Overall, Luray's educational landscape reflects a commitment to accessible, high-quality learning from early childhood through graduation, helping prepare students for future success in college, careers, and civic life.*

<https://skylinecap.org/headstart>

<https://doe.virginia.gov/teaching-learning-assessment/early-childhood-care-education/virginia-preschool-initiative>



## Section: 13

# Arts & Culture





## INTRODUCTION

*A wide range of arts and cultural opportunities in the Town of Luray are made possible through collaborative efforts between civic organizations, nonprofits, and public resources. While the Town's Parks and Recreation Department remains one of the most visible providers of cultural programming, it is far from the only contributor. Working alongside the Luray Downtown Initiative, Page Valley Arts Council, Page Alliance for Community Action, Luray-Page Chamber of Commerce, and other community partners, the Town helps host a variety of cultural and recreational events throughout the year. These include the popular Evenings on Main concert series at Ruffner Plaza, as well as seasonal celebrations and family-friendly activities during holidays and special occasions.*

## FESTIVAL & EVENTS

*Luray, through its Parks and Recreation Department in conjunction with the Luray Downtown Initiative, provides a variety of arts and cultural opportunities that promote community and tourism throughout the year. These events range from a series of evening concerts on the Ruffner Plaza, to organized events for families and children during popular holiday seasons.*

*Luray's most visible cultural event is the Page Valley Sunflower Festival, which takes place annually on the Saturday of Labor Day weekend at Ralph Dean Park. Other town sponsored events include the Youth Trout Derby, Arbor Day, Evenings on*

*Main, 4<sup>th</sup> of July Downtown Get Down, Trick-or-Treat Mainstreet, and several December festivities kicked off by the annual tree lighting at the Performing Arts of Luray Center. However, civic organizations also provide popular cultural activities, in and around the Town of Luray and Page County. Two of these events are the Page Valley Agricultural and Industrial Fair, and the Page County Heritage Festival.*

*Other notable events include the annual Shriner's Bluegrass Festival, Page Valley Road Race, Luray Triathlon, and various youth softball/baseball tournaments at the Ralph H. Dean Recreation Park. <https://www.townofluray.com/events>*



Photo Park Staff, Ruffner Plaza – Evenings On Main Concert Series

## PERFORMING & VISUAL ARTS

*The Rebecca J. Graves Center for the Performing Arts (PAL), housed in a renovated historic theater on Main street, is a nonprofit organization that is managed by a volunteer Board of Directors. PAL is supported in part by grants from the Virginia Commission on the Arts, and the National Endowment for the Arts. Since 2005, PAL has hosted a myriad of local, regional, and national performance artists.*

*Blue Ridge Youth Theatre, located in the Trackside Theatre, was created in 2009 to bring theater arts education, performance opportunities, and entertainment to the youth of Page County and the Shenandoah Valley.*

*The Page Valley Arts Council is a 501(c) all volunteer organization comprised of individuals dedicated to celebrating, promoting, and enhancing the arts and cultural heritage of the local community. Its core objective is to showcase arts and artists in the region and help promote Page County as a destination for visitors interested in the arts and traditional and contemporary crafts. They have hosted the PVAC Festival of the Arts in Downtown Luray.*

*Trackside Theater is a volunteer-based nonprofit corporation whose mission is to provide Luray and Page County with a wide range of performance opportunities and theater arts education through various performances including musicals, dramas, and comedies. Like PAL, Trackside theater is also located in Downtown Luray.*

### I. UNIQUE EVENT VENUES

- A. PERFORMING ARTS OF LURAY (PAL)  
<https://performingartsluray.org>
- B. TRACKSIDE THEATER  
<https://tracksidetheater.org>
- C. RUFFNER PLAZA
  - 1) Music – Evenings on Main
  - 2) Expand awareness of availability as an event location
- D. LURAY SINGING TOWER  
[www.luraysingingtower.com](http://www.luraysingingtower.com)
- E. RALPH H. DEAN PARK  
<http://www.townofluray.com/parks/ralph-h-dean-park>
- F. LAKE ARROWHEAD  
<https://www.townofluray.com/parks/parks-recreation>
- G. Greenway Events
  - 1) Fourth of July

### II. EXPANDING ARTS & POTENTIAL PATHWAYS

- A. COORDINATE & PROMOTE ACTIVITIES
- B. ARTS COUNCIL  
<https://pagevalleyartscouncil.org>
- C. PARTICIPATION IN OTHER TOWNS EVENTS
- D. EDUCATIONAL TOPICS
  - 1) Reach out to schools and promote to students
- E. ARTISANS TRAIL  
<https://www.virginia.org/things-to-do/arts-and-entertainment/artisans-and-crafts/artisan-trails>
  - 1) Encourage Membership



Photo Performing Arts Luray/Facebook – Center of Performing Arts

## SUMMARY

*Luray boasts a lively and growing arts and culture scene that reflect its Shenandoah Valley heritage and small-town creativity. Local galleries and artisan shops showcase the work of regional painters, potters, and craftspeople, many of whom draw inspiration from the area's natural landscapes and rural*

*traditions. Public art installations and murals further add color to downtown, enhancing the town's cultural identity. Combined with its historic charm and close ties to regional traditions, Luray's arts and culture scene provides residents and visitors with meaningful opportunities to experience creativity, community, and the enduring spirit of the Shenandoah Valley.*



## Section: 14

# Community Design & Beautification



## 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. Town leaders are encouraged to continuously look to improve the Town's physical condition by maintaining existing assets and identifying new opportunities.*

### **I. COMMUNITY FACILITIES**

- A. PAGE PUBLIC LIBRARY  
<https://mrlib.org/locations.html>
- B. LURAY SINGING TOWER  
[www.luraysingingtower.com](http://www.luraysingingtower.com)
- C. RUFFNER PLAZA  
*Add public restrooms*
- D. PAGE COUNTY SENIOR CENTER  
<https://seniorsfirst.info/senior-centers-page-county-senior-center>
- E. CHOICES  
<https://choicesofpagecounty.org>
- F. AMERICAN LEGION POST 22 WAR MEMORIAL  
<https://www.facebook.com/LegionPost22LurayVa>
- G. PAGE ONE  
<https://www.vapageone.org>



Photo Singing Tower Website  
Luray Singing Tower Dedication 1937

## **II. DOWNTOWN ENHANCEMENTS**

- A. OPEN AIR MARKET/VENUE
  - 1) *Public/Private partnership*
  - 2) *Close to downtown*
  - 3) *Overhead canopy, lights, electric, parking, restrooms*
- B. COMMUNITY AMENITIES
  - 1) *Investigate an indoor pool facility that engages swim/dive teams and healthcare aqua aerobics/rehabilitation groups, dive compatible, separate toddler areas, snack bar*
  - 2) *Investigate Multi-Use/Multipurpose Facility with Meeting Rooms, Catering Area*
- C. STREETSCAPE PLANNING
  - 1) *Look for opportunities to construct sidewalks and trails that connect neighborhoods to public and private spaces and facilities.*
  - 2) *Encourage a creative, artistic downtown that encompasses extensive shopping and dining options*
- D. DOWNTOWN BEAUTIFICATION
  - 1) *Continue to beautify Luray through enhancement projects that promote a sense of place and community.*
  - 2) *Preserve the Town's buildings and structures which are of historical value*
- E. GREENWAY EXPANSION  
<https://hawksbillgreenway.org>
- F. TREE & BEAUTIFICATION COMMITTEE

## **III. EXPANDING COMMUNITY COMMUNICATION**

- A. CITIZEN/VISITOR/GOVERNMENT INTERACTIONS
- B. ENHANCED USE OF SOCIAL MEDIA
- C. CREATE ONLINE TOOLS TO ENGAGE THE COMMUNITY
  - a. *Online Community Survey*  
<https://www.townofluray.com/government/comprehensive-plan>  
<https://www.surveymonkey.com/r/PageCounty>

## **SUMMARY**

*Luray's community design and beautification efforts reflect a thoughtful blend of historic preservation, environmental stewardship, and aesthetic enhancement. The town's commitment to maintaining clean public spaces, preserving architectural character, and promoting green infrastructure fosters a welcoming atmosphere for residents and visitors alike. These initiatives support tourism, civic pride, and sustainable growth while reinforcing Luray's identity as a charming and vibrant community.*



## Section: 15

# Transportation & Parking





## INTRODUCTION

*Luray is primarily served by a network of state and local roads, including U.S. Route 340 and Business Route 211, which connect the town to nearby communities and regional attractions. The town's compact layout make it highly walkable, especially in the historic downtown district, where pedestrian-friendly streets and the Hawksbill Greenway encourage non-vehicular travel. Public transportation options are limited, but regional transit services and rideshare availability help bridge gaps for residents and visitors. Parking in Luray is generally convenient, with free public lots and on-street spaces available throughout downtown and near major attractions. As tourism grows, the town continues to explore improvements in traffic flow, signage, and accessibility. Coordinating with the Virginia Department of Transportation and communicating future plans to our residents is essential to the success of our transportation networks.*

<https://www.vdot.virginia.gov>

## I. VEHICULAR

### A. CAPITAL IMPROVEMENTS

- 1) Virginia Transportation Improvement Program  
<https://ctb.virginia.gov/planning-funding/statewide-transportation-improvement-program>



Photo Ben Glenn  
Creekside Commons – Location of (1 of 2) Electrical Vehicle Charging Station

*Luray Caverns Airport is a public-use general aviation facility located two miles west of downtown Luray, serving Page County and the surrounding Shenandoah Valley region. It is owned jointly by the Town of Luray and Page County and operates under the Luray-Page County Airport Authority and is designated by the FAA and LUA. It features a 3,126-foot asphalt runway (04/22) suitable for small aircraft and private aviation. The airport does not have a control tower but offers essential services like fuel, pilot amenities, and flight planning support. In October 2024, the airport unveiled a major upgrade; a new \$4.3 million terminal building with a spacious lobby, pilot's lounge, and conference rooms.*

*Luray Caverns Airport plays a key role in supporting tourism, especially for visitors to Luray Caverns and Shenandoah National Park, and contributes to local economic development by providing user-friendly gateway for general aviation. It is included in the National Plan of Integrated Airport Systems, highlighting its importance to regional transportation infrastructure.*

## **II. AIRPORT**

<https://lurayairport.com>

### **A. IMPROVEMENTS**

- 1) Capital Improvement Plan (CIP)
  - a. Continue implementation of capital improvements plan
  - b. Updates coordinated annually through the Federal Aviation Administration (FAA) & Virginia Department of Aviation (DOAV)



Photo Airport Website, Luray Caverns Airport Terminal

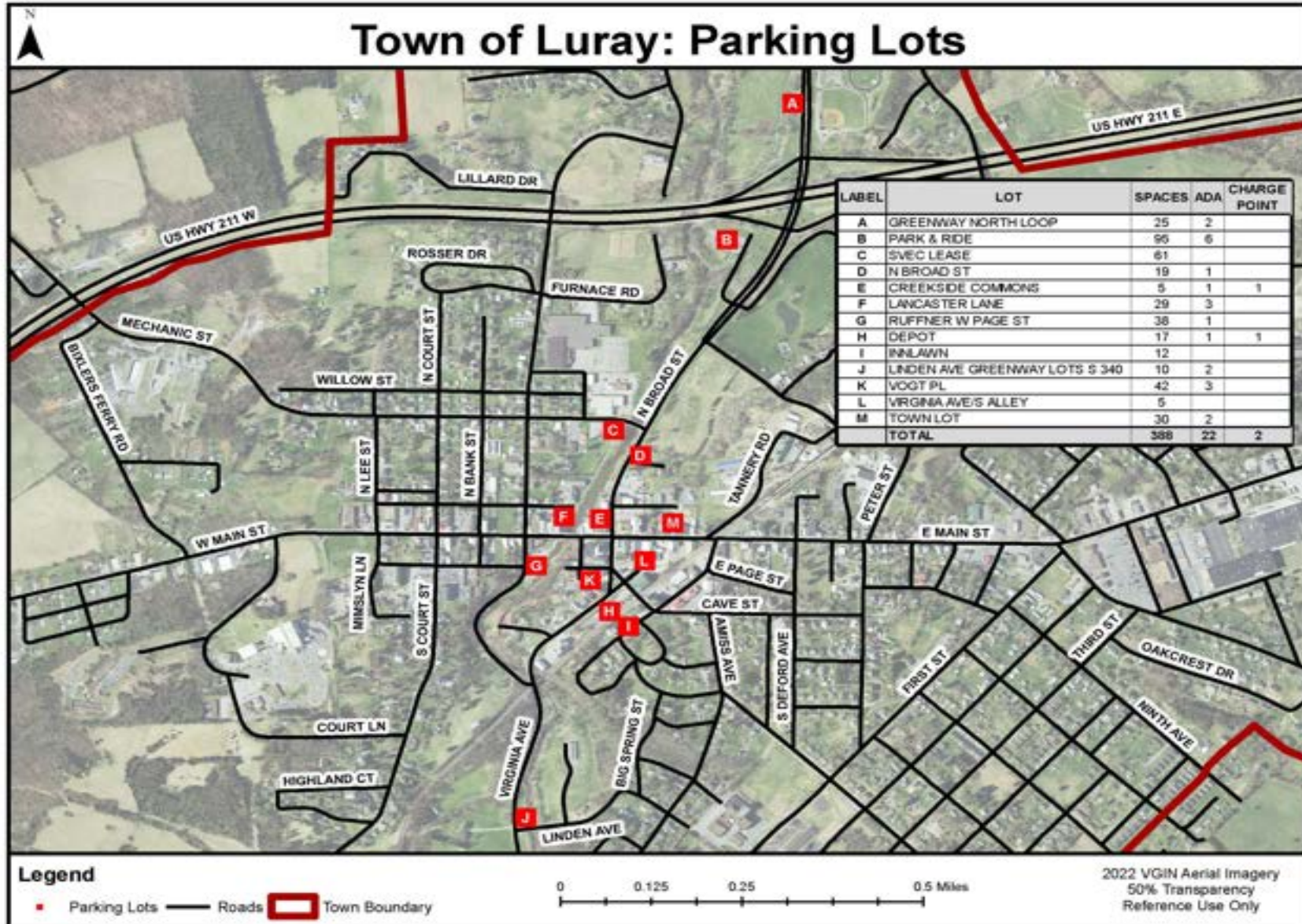
## **III. PUBLIC TRANSIT**

### **A. TRANSPORTATION OPTIONS**

- 1) Encourage and promote qualified private transit for citizens
- 2) Ride Smart Program  
<https://ridesmartva.org>
  - a. Improve and relocate signage
  - b. Educate & promote on website and social media
- 3) Evaluate commuter needs
  - a. Online transportation survey  
<https://www.surveymonkey.com/r/PageCounty>
- 4) Educate & promote on website & social media



# Town of Luray: Parking Lots



#### IV. WAYFINDINGS

##### A. SIGNAGE

- 1) *Update gateway signs*
  - a. *Retro reflective*
- 2) *Enhance navigation*
  - a. *Add directional signs*
- 3) *Improve & relocate signage*
- 4) *Increase/enhance signage for public parking*
- 5) *Sign Pollution*
  - a. *Minimize*
- 6) *Educate & promote on website & social media*

#### V. FUTURE PROJECTS

##### A. PRIVATE TRANSIT

- 1) *Encourage and promote qualified private transit for citizens*



#### IV. PARKING

##### A. PARK & RIDE

- 1) *Continue to maintain – lights, safety, trash, restrooms*
- 2) PARKING PLAN & STUDY

### SUMMARY

*While public transportation options are limited, the town's compact layout and scenic infrastructure encourage pedestrian mobility, especially in the historic downtown area. Seasonal tourism can increase traffic volume, but the town continues to explore improvements in signage, traffic flow, and accessibility to enhance visitor experience and resident convenience. Overall, Luray's transportation and parking system reflect its commitment to maintaining charm and functionality in a growing destination.*



## Section: 16

# Pedestrian Improvements





## INTRODUCTION

*Luray has made significant strides in pedestrian improvements, enhancing walkability, safety, and connectivity throughout the town. Central to these efforts is the development and expansion of the Hawksbill Greenway, a scenic 3-mile paved trail that links downtown Luray with parks, schools, and residential areas. It not only encourages walking and biking but also serves as a model for sustainable urban design. The town has invested in sidewalk upgrades, crosswalk enhancements, and ADA compliant infrastructure to ensure accessibility for all residents. Beautification elements such as lighting, landscaping, and public art further enrich the pedestrian experience. These improvements reflect Luray's commitment to fostering a healthy, active lifestyle while supporting tourism and local business through a more inviting and connected streetscape.*

### I. PEDESTRIAN PROJECTS

<https://www.townofluray.com/pedestrian-access-improvements>

#### A. IMPROVING CONNECTIVITY

- 1) *Between neighborhoods & downtown business*
- 2) *District connector sidewalks & trail systems*
- 3) *Link multi-modal and pedestrian sidewalks with trail expansion*
- 4) *Interconnect multi-modal and street intersections*

#### B. SAFE & EFFECTIVE PEDESTRIAN ROUTES

- 1) *Midblock crossing points that are appropriately signed to direct pedestrians to those areas for safe crossing*
- 2) *Provide routes separated from street traffic*
- 3) *Provide routes that enable multiple users simultaneously*

#### C. SAFE ROUTES TO SCHOOLS

- 1) *Enable & encourage biking and walking to schools, promoting a healthy and active lifestyle*  
<https://www.vdot.virginia.gov/doing-business/for-localities/local-assistance/transportation-alternatives>

#### D. ADA ACCESSIBILITY

- 1) *Major sidewalk connectors*

#### E. EXPAND OPPORTUNITIES

- 1) *Greenway Expansion*

## **II. MULTI-MODAL**

### **A. EXPAND OPPORTUNITIES**

- 1) *Greenway Expansion*  
<https://hawksbillgreenway.org/greenway-expansion-plans>

### **B. CONNECTIVITY**

- 1) *Link Multi-Modal and Pedestrian Sidewalks with Trail Expansion*
- 2) *Interconnect Multi-Modal and street intersections*

### **C. SAFE & EFFECTIVE PEDESTRIAN ROUTES**

- 1) *Provide routes separated from street traffic*
- 2) *Provide routes that enable multiple users simultaneously*

### **D. BOOMFIELD PEDESTRIAN PROJECT**

- 1) *Multi-Modal travel way bisecting several areas of the Boomfield residential subdivision*
- 2) *Connections to existing travel way on Luray Avenue and First Street as well as East End Shopping Center on Reservoir*

## **III. FUTURE PROJECTS**

### **A. SAFETY PROJECTS**

- 1) Work with VDOT – Use Safety Improvement Funds to lengthen off ramps on US Highway 211 at:
  - a. West Main Street
  - b. Hawksbill Street
  - c. Wallace Avenue
  - d. Cottage Drive
- 2) 340 N between Bulldog Field and Collins Ave – shave bank to increase visibility
- 3) Cave Hill Rd – eliminate public access due to pedestrian traffic
- 4) Enhance cross walk safety
  - a. Add signage to alert traffic
- 5) US Highway 211 West intersection at Shopping Center
  - a. Addition of stop light (6-year plan)



Photo Ben Glenn, North End of Greenway – Future Greenway Expansion

## SUMMARY

*The town has invested in sidewalk expansions, ADA-compliant crosswalks, and enhanced lighting to create a more walkable and inclusive environment. Through ongoing planning and*

*community input, Luray continues to prioritize pedestrian friendly infrastructure as part of its broader vision for sustainable growth and livability.*



# Section: 17

# Infrastructure







Photo Ben Glenn, Water Treatment Plant Stoney Brook Lane

## INTRODUCTION

*Luray's Water Treatment Plant plays a vital role in delivering clean, safe drinking water to the community through advanced treatment processes and rigorous quality standards. The Town operates the facility and is responsible for treating and distributing potable water to residents and businesses.*

*The plant utilizes modern filtration and disinfection technologies to ensure compliance with state and federal regulations, including regular monitoring for lead, copper, and other contaminants. The town also manages wastewater Treatment through a separate facility, supporting sustainable water management across the region.*

<https://www.townofluray.com/services-2/water-sewer>

## **I. WATER PROJECTS**

### **A. WATER STORAGE – LURAY LANDING DEVELOPMENT**

- 1) Provide/Expand 250–500-thousand-gallon ground mount tank with VFD pumps

### **B. LARGER TANKS/PUMPS – WEST MAIN STREET**

- 1) Provide larger tank – 500-thousand-gallon ground mounted tank & 2 sets of VFD pumps – Cave Hill & pressurize West Main Street

### **C. LARGER WATER MAIN – EAST TO WEST**

- 1) East – Water Treatment Plant, Rosser Drive
- 2) West – Develop larger line from 8” to 12”
- 3) US HWY 211 from Water Treatment Plant to 340 up W Main Street, Connect at Northcott

### **D. NEW WATER TREATMENT PLANT – West End**

- 1) Construct treatment works on West End

### **E. NEW COVER & MIXING UNIT - Reservoir**

### **F. UTILIZE YAGER SPRING – Extra water source**

- 1) Raw water bottling facility
- 2) Provide additional water to Water Treatment Plant

### **G. METER REPLACEMENT**

- 1) Continue water meter replacement programs

### **H. ADDITIONAL CONTROL VALVES**

- 1) Install additional valves to control water loss

### **I. MAPPING/MAINTENANCE OF FIRE HYDRANTS**

- 1) Locator maps

### **J. ADDITIONAL WATER STORAGE TANKS – Enhance Valve & Pressure System**

- 1) *Airport Road*
- 2) *Springview*
- 3) *Charles Street*
- 4) *Forest Hills*
- 5) *Woodland Park*
- 6) *Bixlers Ferry/Mechanic Street*

### **K. UPSIZE WEST MAIN WATER LINE – Tower to Luray Landing**

- 1) *From West tank past High School on 211, McDonald’s to Luray Landing (PND)*

### **L. WATER LINE LOOP AT TANNERY**

- 1) *Complete 4” connector line approximately 200’*

### **M. WATER LINE LOOP AT MECHANIC STREET/340**

- 1) *Complete 4” connector line, provides water pressure, pressurizes hydrants*
- 2) *Cave Hill Road connection*



## 2024 PROJECTS

*Updating equipment in water treatment plants provides significant benefits for efficiency, safety, and environmental sustainability. Modernized systems use advanced filtration technologies, automated controls, and energy-efficient machinery that improve water quality while reducing operational costs. Upgraded equipment can detect and remove contaminants more efficiently, ensuring compliance with stricter water quality standards and protecting public health. Additionally, newer technologies often require less maintenance and consume less energy, lowering the plant's carbon footprint. Overall, investing in updated equipment allows water treatment facilities to operate more reliably, respond to increasing demand, and support long-term resource conservation.*



**PROJECT COMPLETED SPRING 2024**

## ARPA RAW PROJECT

*The American Rescue Plan Act (ARPA) provides significant funding for water treatment infrastructure projects. These funds are used to address challenges such as lead contamination in drinking water, source water protection, and climate resilience. The goals also aim to improve the resilience of water systems to climate change impact.*

*The raw water building was built in 2009. At the time the ARPA Raw Pump project began, the pumps/motors were 12 years old. At the time no VFD's were included with the equipment. The 2024 project installed two new 15HP pump/motor combo's and two new VFD's. Having the new VFD's installed allows for soft start up and shutdowns on the pumps and saves electricity in the building. The town also had stainless steel pipe installed on the discharge side of the pumps. These upgrades have a lifespan of about 15 to 20 years allowing for many years of use before replacement.*

<https://www.deq.virginia.gov/water/clean-water-financing-and-assistance/american-rescue-plan-act-arpa>



**PROJECT COMPLETED SUMMER 2024**

*Supervisory control and data acquisition (SCADA) forms the backbone of modern water treatment operations. The integrated system combines hardware and software components to monitor, control, and optimize water treatment processes with unprecedented precision. The ARPA SCADA Project was completed by Pall Corporation and Valley Automation. This project was intense but updated the Water Plant SCADA system. Programmable logic controls, digital input and Output cards, and new ethernet cards were installed. Programming and updates on the software were done during this project. The SCADA system is a very pivotal part of the Water Plants daily operations. This allows operators to see flows, temperatures, pressures, and allows operators to login remotely. Another upgrade during this project was operators can now log in remotely to start and stop pumps. This is very beneficial to operators.*

<https://www.techtarget.com/whatis/definition/SCADA-supervisory-control-and-data-acquisition>



**PROJECT COMPLETED FALL 2024**

*The ARPA Hite Spring Project was designed by water treatment plant staff. When Hite Spring was put online, there have only been two pumps that operate daily. Staff noticed that when a pump would go down or be offline, only one pump ran and would then use a large amount of well water to operate. Staff designed to have three pumps instead of two so that if a pump was offline or down for repairs, staff would always have two pumps running.*



| <b>WATER PLANT<br/>AVERAGES<br/>2022</b> | <b>Finished Water<br/>Produced Million<br/>Gallons</b> | <b>Total<br/>Distribution<br/>Million Gallons</b> |
|--|--|---|
| January                                  | 23,086,000   | 20,382,000  |
| February                                 | 20,541,000   | 18,484,000  |
| March                                    | 23,076,000   | 20,351,000  |
| April                                    | 22,472,000   | 22,007,800  |
| May                                      | 24,589,000   | 21,297,000  |
| June                                     | 24,846,300   | 24,463,000  |
| July                                     | 25,244,000   | 21,813,000  |
| August                                   | 24,987,000   | 21,549,000  |
| September                                | 22,622,000   | 19,634,000  |
| October                                  | 23,409,000   | 20,381,000  |
| November                                 | 20,639,000   | 18,244,000  |
| December                                 | 24,091,000   | 21,643,000  |
| Yearly Total                             | 279,602,300  | 250,248,800                                       |

| <b>WATER PLANT<br/>AVERAGES<br/>2023</b> | <b>Finished Water<br/>Produced Million<br/>Gallons</b> | <b>Total<br/>Distribution<br/>Million Gallons</b> |
|--|--|---|
| January                                  | 24,504,000   | 21,652,000  |
| February                                 | 21,248,000   | 18,954,000  |
| March                                    | 24,567,000   | 21,535,000  |
| April                                    | 25,483,000   | 22,489,000  |
| May                                      | 27,082,000   | 23,445,000  |
| June                                     | 26,914,000   | 23,316,000  |
| July                                     | 27,829,000   | 23,973,000  |
| August                                   | 27,958,000   | 24,083,000  |
| September                                | 26,800,000   | 22,746,000  |
| October                                  | 24,078,000   | 20,653,000  |
| November                                 | 23,191,000   | 19,235,000  |
| December                                 | 24,225,000   | 20,206,000  |
| Yearly Total                             | 303,879,000  | 262,287,000                                       |





Photo WTP Staff, Girl Scout Troop visits Water Treatment Plant & earned their Wonders of Water Journey Badge

| <b>WATER PLANT<br/>AVERAGES<br/>2024</b> | <b>Finished Water<br/>Produced Million<br/>Gallons</b> | <b>Total<br/>Distribution<br/>Million Gallons</b> |
|--|--|---|
| January                                  | 24,979,000   | 20,957,000  |
| February                                 | 24,698,000   | 20,648,000  |
| March                                    | 26,019,000   | 21,004,000  |
| April                                    | 26,373,000   | 20,841,000  |
| May                                      | 27,219,000   | 21,265,000  |
| June                                     | 26,550,000   | 20,742,000  |
| July                                     | 26,940,000   | 20,994,000  |
| August                                   | 26,930,000   | 21,247,000  |
| September                                | 25,618,000   | 20,680,000  |
| October                                  | 25,019,000   | 21,065,000  |
| November                                 | 24,365,000   | 20,694,000  |
| December                                 | 25,657,000   | 21,449,000  |
| Yearly Total                             | 310,367,000  | 251,586,000                                       |



Photo WTP Staff

| <b>WATER PLANT<br/>AVERAGES<br/>2025</b> | <b>Finished Water<br/>Produced Million<br/>Gallons</b> | <b>Total<br/>Distribution<br/>Million Gallons</b> |
|--|--|---|
| January                                  | 29,003,000   | 24,388,000  |
| February                                 | 27,732,000   | 23,612,000  |
| March                                    | 29,752,000   | 24,821,000  |
| April                                    | 28,578,000   | 23,732,000  |
| May                                      | 28,362,000   | 23,156,000  |
| June                                     | 27,498,000   | 22,228,000  |
| July                                     | 28,296,000   | 22,593,000  |
| August                                   | 29,484,000   | 23,771,000  |
| September                                | 28,513,000   | 23,228,000  |
| October                                  | 29,302,000   | 24,335,000  |
| Year to Date                             | 286,520,000  | 235,864,000                                       |



Photo Town Staff - Hite Spring Pump House

## DRINKING & GROUND WATER

*The Town's drinking water is groundwater and groundwater under the influence of surface water obtained from a spring and a drilled well. Water is distributed throughout the town by two finished water pump stations, one booster station, four storage tanks and various sized distribution piping. All water supplied to the Town of Luray undergoes treatment. Treatment of Hite Spring and Well 6 is accomplished at the Water Treatment Plant located on Stoney Brook Lane prior to distribution and consist of membrane filtration to remove turbidity and chlorination to disinfect the water.*



Photo WTP Staff, Finished Water Tank – 2 Million Gallons





Photo Ben Glenn, Waste Water Treatment Plant After its 2010 upgrades to meet the Chesapeake Bay effluent quality standards

*Luray's Wastewater Treatment Plant is a critical component of the town's infrastructure, ensuring environmentally responsible management of sewage and water reclamation. Located near the South Fork of the Shenandoah River, the facility treats millions of gallons of wastewater annually, using advanced biological and chemical processes, the plant removes contaminants before safely discharging treated water*

*back into the environment, in compliance with state and federal regulations. The system also included a network of sewer lines and pump stations that support efficient flow and maintenance. Through regular upgrades and monitoring, Luray's wastewater operations help protect local waterways, support public health, and promote sustainable growth across the community.*



## II. SEWER PROJECTS

### A. UPGRADES TO WASTE WATER TREATMENT PLANT

- 1) *Influent Pumps, Pump Station*
- 2) *Replace sludge processing belt press*
- 3) *Replace UV Light disinfectant units*

### B. SEPTAGE RECEIVING

- 1) *Provide technology based septage receiver with flow meters & 24-hour access*
- 2) *Pump improvements, provide efficiency for waste water treatment plant*

### C. EAST LURAY SEWER PROJECT

- 1) *Upsize sewer collection mains*
- 2) *Eliminate bottlenecks*
- 3) *Create larger pump station*
- 4) *Eliminate 3 existing pump stations*
- 5) *Gravity sewer to Stoney Brook Industrial Park*

### D. UPGRADE SEWER MAIN – Park and Ride to WWTP

- 1) *Eliminate bottleneck of 18" – 24" line*
- 2) *Line 18" – 24" trunk lines & lining manhole in those lines*
- 3) *Eliminate 75% inflow & infiltration in section*
- 4) *Enhance capacity*

### E. INFLOW & INFILTRATION – Dry Run, Hawksbill Mains

- 1) *Inflow & infiltration testing, locate problems*
- 2) *Complete repairs to prevent inflow*
- 3) *Replace old/undersized lines*
- 4) *Sewer manhole maintenance & sealing*
- 5) *Addition of cleanouts at property lines*

### F. UPGRADE SEWER MAIN

- 1) *Mechanic Street to Waste Water Treatment Plant*
- 2) *Reservoir/Fairview to Main at Hawksbill Creek, S Court Street, Mill Creek Rd to Hawksbill Creek*

### G. NEW SEWER FORCE MAIN

- 1) *Airport Rd/Yager's Spring Rd to Main line north of Yager's Spring*
- 2) *Stoney Brook to Park Road new sewer forced main*

| WASTE WATER<br>PLANT AVERAGES | Yearly Average<br>Million Gallons |
|-------------------------------|-----------------------------------|
| 2022                          | 13.884                            |
| 2023                          | 12.792                            |
| 2024                          | 13.944                            |

| WASTE WATER<br>PLANT<br>AVERAGES<br>2025 | Monthly Averages<br>reported to DEQ in<br>Million Gallons per day |
|--|---|
| January                                  | 1.223   |
| February                                 | 1.741   |
| March                                    | 1.214   |
| April                                    | 1.152   |
| May                                      | 1.645   |
| June                                     | 1.623   |
| July                                     | 1.720   |
| August                                   | 1.238   |
| September                                | 1.220   |
| Year To Date                             | 12.776  |

### **III. STORMWATER**

- A. HUDSON SUBDIVISION (Greenfield, Springcrest)
- B. MEADOW LANE
- C. OAKCREST DRIVE – SINK HOLES
- D. SIXTH AVENUE & SIXTH STREET – SINK HOLES
- E. FIFTH STREET PROJECT
- F. SEVENTH STREET PROJECT – LOW SPOTS
- G. W MAIN STREET – COURT ST TO HAWKSBILL ST (PART OF ELECTRICAL STREET LIGHT PROJECT/ADD INLETS
- H. W PAGE ST
- I. MECHANIC ST
- J. S COURT ST – MILL CREEK TO HIGHWAY 340
- K. UNDER AIRPORT RD AT WEST LU SUBDIVISION
- L. LAUREL RIDGE COMMUNITY COLLEGE
- M. CAVE HILL RD – DRAINAGE, SINKHOLE
- N. PATHWAY TO RALPH H. DEAN RECREATION PARK
- O. CULVERT PROJECTS – REPLACE TO ENHANCE STORM WATER FLOW
  - 1) *Bixlers Ferry (Rec Center)*
  - 2) *Eden Rd*
  - 3) *S Court St*
  - 4) *W Main St*
  - 5) *Greenway Trail*
    - a. *Near North Alley*
    - b. *Near Darkwood Manor*
  - 6) *N Hawksbill St*
    - a. *Near Goshen House/Luray Auto Body*

- 7) *N Bank St*
- 8) *Ralph H. Dean Recreation Park*
- 9) *Stoney Brook Rd*
- 10) *Massanutten Ave/S Marye Walkway*
- 11) *Shopping Center to Rugby Square*

### **IV. COMMUNICATION**

- A. BROADBAND SERVICE
  - 1) *Vendors*
  - 2) *Expand backbone – Provide more neighborhoods with access*
- B. PHONE/CELL
  - 1) *Brightspeed*
  - 2) *T-Mobile*
- C. TV/DATA
  - 1) *Comcast*
    - a. *Updated franchise agreement in 2025*
  - 2) *Enhance options for citizens*

### **V. FLOOD CONTROL**

- A. FLOOD ELEVATION CONTROL SURVEY – DAMS
  - 1) *Lake Arrowhead*
  - 2) *Lake Morningstar*
  - 3) *Maintain Flood Control Dams to protect properties from flood waters*
  - 4) *Complete Flood Control Dam Mitigation Survey*
  - 5) *along Hawksbill Creek*

## **VI. LIGHTING**

### **A. EXPAND LIGHTING CRITERIA IN ZONING CODE**

#### **1) *Reduce light pollution***

- a. Conversion to directional LED's
- b. Require lighting studies
- c. Require downward facing lighting
- d. Require LED's

#### **12) *Better controlled lighting***

### **B. IMPROVE STREET LIGHTING PLAN – MAIN STREET**

#### **1) Replace electrical wiring, poles, street lights**

- a. Phase 6 Hawksbill St – Court St
- b. Phase 7 Court St – Lee St
- c. Phase 8 Lee St – Memorial Dr

#### **2) Complete lighting plan reviews & study**

## **VII. LANDSCAPING**

### **A. AMEND ZONING ORDINANCE TO INCLUDE LANDSCAPING**

### **B. EVALUATE AS PART OF THE REVIEW PROCESS**

### **C. REQUIRE UPKEEP**

## **PROJECTS**

### **NEW GROUND MOUNT WATER STORAGE TANKS**

- A. West Main Tower (1,000,000)
- B. Near top of Forest Hills/Heritage Drive (500,000)
- C. Springview Subdivision/Ramsey Parcel (1000,000)
- D. Luray Landing/West Lu Subdivision (1,000,000)
- E. End of Charles Avenue (250,000)

F. Rec Park (500,000)

G. Bixlers Ferry/Mechanic Street areas (200,000)

H. End of Woodland Park Drive (100,000)

I. Cave Hill – Tank Upgrade to 500,000

### **WATER PROJECTS**

- A. New Water Treatment Plant – West Luray between Oh Shenandoah and Luray Landing
- B. New Raw Water Source, Pump Stations, Force Main 8" to 10" line – Yager's Spring to New Water Treatment Plant
- C. New Pump Station at Dry Run
- D. New larger water line – West Main Street near Leaksville Road
- E. New 8" PVC Line – West Main to McDonald's
- F. New 4" Water Line at Mechanic Street
- G. Connection of water line loop at Tannery Road

### **SEWER PROJECTS**

- A. Upgrade sewer line from Collins Avenue New Pump Station
- B. New Force Main – Oh Shenandoah to 24" Main below Yager's Spring
- C. New Pump Station – Oh Shenandoah
- D. Upgrade sewer line size 12" PVC at Fairview Road/Antioch Road to 24" Main at Hawksbill Creek
- E. Upgrade sewer line 24" – Stoney Brook Lane
- F. Upgrade sewer line size – S Court Street through Tunnel to Hawksbill Creek
- G. New Waste Water Treatment Plant – West End/Oh Shenandoah



## SUMMARY

*Luray, Virginia's infrastructure supports a small but growing community by balancing modern needs with the preservation of its historic and natural character. The town's infrastructure network includes well-maintained streets, sidewalks, and bridges that connect residential neighborhoods with downtown, schools, parks, and major travel routes such as U.S. Route 340 and U.S. Route 211. Luray's water and wastewater systems are managed by the Town, with recent upgrades focused on improving capacity, efficiency, and environmental protection to support sustainable development. The Hawksbill Greenway serves as both a recreational amenity and a vital pedestrian and bicycle corridor, linking key destinations while promoting non-motorized transportation. The town's stormwater management efforts and ongoing investment in public utilities reflect its commitment to environmental stewardship and climate resilience. Additionally, broadband expansion and improvements to energy infrastructure are enhancing connectivity and supporting economic growth. Through thoughtful planning and continued investment, Luray aims to maintain reliable, efficient, and sustainable infrastructure systems that meet current needs while preparing for future generations.*



Photo - Raymond Whitacre

## Section: 18

### Public Safety & Emergency Services

# *In Memory* K-9 BOONE



E.O.W. 09-09-2025



## LAW ENFORCEMENT

*The most visible aspect of public safety is law enforcement. Luray Police Department is a professional and community-focused law enforcement agency dedicated to maintaining public safety and fostering trust among residents. Located in the heart of town, the department provides 24/7 patrol services, crime prevention, traffic enforcement and emergency response. Officers are trained in modern policing techniques and work closely with local schools, businesses, and civic organizations to promote safety and awareness.*

*Luray Police Department is made up of three divisions. The Criminal Investigations Division is comprised of the most experienced and highly trained detectives in the area including the only certified Forensic Crime Scene Investigator in the County. The Patrol Division is the most visible aspect of the department. And the Crime Prevention Division is actively involved in crime prevention efforts within the community with a focus on educating our citizens.*



## **I. POLICE DEPARTMENT**

<https://www.townofluray.com/services-2/police-public-safety>

### **A. COMMUNITY SAFETY & SECURITY**

- 1) *Enhance presence and outreach in the community*
- 2) *Enhance patrols*
  - a. *Training in nonlethal technology*
  - b. *Participate in drug task force*
  - c. *Active K-9 handler*
- 3) *Enhance safety programs*
- 4) *Expand camera system*
- 5) *Upgrade technology*
- 6) *Special event permits*
  - a. *Public safety*
  - b. *Traffic control*
- 7) *School Safety – Work with Page County Public Schools to enhance school safety*
- 8) *Safe routes of access- Encourage and promote the use of Safe Routes to School*
  - a. *Partner with Page County Public Schools (Transportation Department)*

### **C. CODE ENFORCEMENT**

- 1) *Handling complaints*
- 2) *Zoning infractions*

### **D. EMERGENCY SERVICES**

- 1) *Incident response – Enhance annual training for department heads, staff, and community members*
- 2) *Disaster Response – Enhance and Educate*



Luray Police Department

## LURAY POLICE DEPARTMENT EXPERIENCE & CERTIFICATIONS

- 209 years of service overall
- 2 - firearms instructors
- 2 - K9 handlers
- 3 - certified bike patrol
- 3 - general instructors
- 5 - crisis intervention training
- 2 - drug interdiction specialists
- 2 - SWAT
- 1 - forensic academy graduate
- 4 - breathalyzer operators
- 15 - crime prevention specialists



### B. DRUG INTERDICTION

- 1) *Active approach in the community*
- 2) *Police Drug Canine*
- 3) *Training for Officers*



*K9 Summer and Skye are currently in training at Espial Canine Services in North Carolina and are expected to be certified and ready for service in March 2026.*



## COMMUNITY OUTREACH & PROGRAMS



- *Holiday with a Hero*
- *National Night Out*
- *Trick or Treat Main Street*
- *Youth Trout Derby*
- *Page County Fair*
- *Hometown Heroes at Tractor Supply*
- *Field Day at Luray Middle School*
- *Santa's School Crossing*
- *4<sup>th</sup> of July Downtown Get Down*
- *Luray Police Foundation 5K*
- *Attend ribbon cuttings and chamber events*
- *Rotary presentations*
- *Various forms of outreach at nursing homes and schools through lunches, coffee, etc.*
- *Recovery walk/podcast*
- *Prom night safety demonstration*
- *Plant the Promise at Luray Middle School*





Photo by Luray Fire Department Firehouse Lane

## **FIRE & RESCUE SERVICES**

*Fire and rescue services play a pivotal role in ensuring our communities safety. These professionals respond to emergencies, including fires, medical crises, search and rescue operations, and natural disasters.*

*They also offer fire prevention, public education programs and provide training in emergency preparedness.*

*Luray Fire Department is a dedicated volunteer-based organization committed to protecting life and property through emergency response, fire suppression, and community outreach. Operating out of its station on Fire House Lane, the department serves the Town of Luray and surrounding areas in Page County. Equipped with modern firefighting apparatus and staffed by trained volunteers who train once a week on a variety of different subjects to stay current in new firefighting techniques. They actively engage in public education, fire prevention programs, and community events to promote safety and preparedness. Their long-lasting presence and commitment reflect the town's strong tradition of civic service and unneighborly support.*



Photos by Luray Fire Department – Firehouse Lane  
<https://www.lurayfiredept.org>



Photo by Luray Rescue Squad – Memorial Drive

*Luray Rescue Squad is a volunteer-based emergency medical service dedicated to providing rapid response and life-saving care to the town and surrounding areas in Page County. Staffed by trained EMT's and paramedics, the squad operates ambulances and specialized equipment to handle medical emergencies, trauma incidents, and patient transport. Located on Memorial Drive, the rescue squad works closely with Luray Fire Department and regional hospitals to ensure coordinated care and efficient service delivery. In addition to emergency response, the squad participated in community education programs, CPR training, and public safety events to promote health awareness and preparedness. Their commitment to service and professionalism makes them a vital part of Luray's public safety network. <https://lurayrescue.org>*

## ***I. Emergency Response and Preparedness***

### ***A. FIRE AND RESCUE SERVICES***

- 1) Fire Programs Grant*
- 2) Hydrant Testing*
- 3) GPS Hydrant Mapping*

### ***B. DISASTER PREPAREDNESS AND MANAGEMENT***

- 1) Emergency Response Plans*
- 2) Coordinate with State and Federal Agencies*

<https://www.vdh.virginia.gov/emergency-preparedness>



### C. EMERGENCY COMMUNICATION SYSTEMS

- 1) *Maintain and operate emergency communication systems*
  - a. *911 Call Center*
  - b. *Alert Systems*
  - c. *Public information channels*
- 2) *Code Red Communication System*



*Page County has instituted CodeRED, a high-speed telephone communication service for emergency notifications. This system will allow telephone communication for all of the County, or targeted areas, in case of an emergency situation that requires immediate action (such as utility outage, water contamination, missing child or evacuation). The system may also be used to inform residents of school closures due to inclement weather or other causes.*

<https://codedred.crisis24.com/how-it-works>

*Residents that have a listed home phone number or have a child in the Page County Schill system and have completed a Notification Form, will be automatically registered. The system requires individuals to sign up if they wish to receive notifications on additional phone numbers other than listed home phone numbers (cellular phones for example). Please be advised, this system will be used only for emergency purposes and school closures (including inclement weather closures). It will not be used for any other purpose and resident information will not be shared with other entities/parties.*

<https://pagecounty.virginia.gov/173/CodeRED-Emergency-Notification-System>

### **SUMMARY**

*Local governments play a vital role in public safety by overseeing law enforcement, emergency response, public health, and infrastructure. Through education and community engagement they work to create safe environments for their residents. By prioritizing safety, fostering community trust, and implementing effective policies, local government can ensure the well-being and security of the community.*

## Section: 19

# Healthcare



## HEALTHCARE

*Providing healthcare in rural areas is a top priority to improve the quality of life of residents. Rural healthcare poses unique challenges such as transportation, long distances, and poverty. According to the United States Census Bureau, 8.2% of Luray residents are without healthcare coverage. Healthcare in Luray is supported by these major programs and organizations: Valley Health Page Memorial Hospital, Page County Health Department, Remote Area Medical (RAM Clinic). Additional businesses and organizations provide services to Luray and Page residents for substance rehabilitation, optometry, and dental services.*

## PAGE MEMORIAL HOSPITAL

*For nearly a century, generations of families have relied on Page Memorial Hospital for their healthcare. Since the early 1920's, PMH has served its patients and families well with expertise, compassion, and life-saving care. Page Memorial Hospital has operated from its original building in virtually the same location since 1958.*

*In 2006, a master facility plan recommended the need for either a major renovation or the construction of a replacement hospital to meet the needs of modern healthcare.*

*Valley Health, a system of six hospitals in Virginia and West Virginia with which PMH joined in 2008, committed \$37 million of the \$38.5 million required to build a new, three-story, 67,000 square-foot hospital with 25 beds in Luray.*

*The newly constructed hospital opened its doors for patients in 2014. The facility features an expanded Emergency Department and a larger inpatient unit and Rehabilitation Services Department. PMH provides a variety of diagnostic, medical services as well as around-the-clock nursing care and short-term rehabilitation. The specialty services offered include cardiology, neurology, orthopedics, and pulmonary.*



Page Memorial Family & Internal Medicine – Memorial Drive

*In addition, in 2011 Valley Health broke ground on the new Page Health Care Associates' Medical Office Building. This 19,000 square foot building serves as a primary care facility, and its doors opened in the fall of 2012.*

[https://www.valleyhealthlink.com/documents/community-benefits/VH-Community-Benefit-Report-2024\\_rev-8.25.pdf](https://www.valleyhealthlink.com/documents/community-benefits/VH-Community-Benefit-Report-2024_rev-8.25.pdf)







Photo PMH - Members of Page Memorial Hospital, Valley Health Foundation, donors and the Rotary Club gather for the ceremonial groundbreaking of the Centennial Trail.

## CENTENNIAL TRAIL

*The Centennial Trail, named to commemorate Page Memorial Hospital's upcoming 100<sup>th</sup> anniversary in 2028, will offer caregivers, patients, family members and the community a safe and simple way to incorporate more exercise into their day. The approximately 1,000-foot asphalt loop around the*

*pond in front of the hospital, with handicap accessibility, will incorporate seating and picnic tables, a water feature, shade sail and lots of green space. Parking will be available on-site. In addition to the peaceful space, the trail will serve as a tribute to our healthcare heroes who served on the front lines of the COVID-19 pandemic.*

## ***I. PUBLIC HEALTH – MAJOR PROGRAMS & ORGANIZATIONS***

- A. TRANSPORTATION BETWEEN MEDICAL & PHARMACY FACILITIES
- B. DRUG REHABILITATION & COUNSELING PROGRAMS  
<https://pagecounty.virginia.gov/399/Community-Recovery-Assistance-Resources>
  - 1) *SaVida – outpatient opioid and alcohol addiction treatment*  
<https://svidahealth.com/listing/savida-health-luray>
  - 2) *Breaking Chains Addiction & Recovery*  
<https://breakingchainsrecovery.org>
  - 3) *Northwestern Community Services*  
<https://www.nwcsb.com>
  - 4) *Page County Adult Recovery Court*  
<https://www.pagecounty.virginia.gov/Directory.aspx?did+32>
  - 5) *VAMedicaid (VAMED)*
  - 6) *23 West Club*
- C. REMOTE AREA MEDICAL CLINIC (RAM)  
<https://www.ramusa.org/about-ram>

- D. PAGE COUNTY HEALTH DEPARTMENT
- E. <https://www.vdh.virginia.gov/lord-fairfax>
- F. CONTINUE SUPPORT
- G. ENCOURAGE EXPANSION OF SPECIALISTS

## ***II. PAGE MEMORIAL HOSPITAL***

- <https://www.valleyhealthlink.com/page-memorial-hospital>
- A. INCREASE SERVICES OFFERED VIA TELEMEDICINE
  - B. EXPAND REMOTE PATIENT MONITORING FOR CHRONIC DISEASE MANAGEMENT
  - C. INCREASE MRI ACCESS
  - D. NUCLEAR MEDICINE TESTING
  - E. CONTINUE PRIMARY CARE RECRUITMENT TO IMPROVE ACCESS
  - F. OPTIMIZE RELATIONSHIPS WITH COMMUNITY PARTNERS TO IMPROVE HEALTH
  - G. AIR MEDIVAC SERVICES
  - H. FIT TRAIL PROJECT
  - I. PHI SERVICES  
<https://www.phiairmedical.com>





Page Memorial Outpatient Rehabilitation Services – Memorial Drive

## SUMMARY

*Luray can strengthen its healthcare system by expanding access, improving infrastructure, and enhancing preventive care. As a rural community, one of its biggest challenges is limited access to specialized services, which often requires residents to travel long distances. One way to address this is by offering incentive programs, partnerships with medical schools, and telehealth expansion to connect patients with specialist remotely. Increasing funding and support for community-based organizations like the Page Free Clinic and Page County Health Department would also*

*improve access for uninsured and underinsured residents. Additionally, investing in preventative health initiatives such as nutritional education, fitness programs, mental health outreach, and substance use prevention would help reduce long-term healthcare costs and improve overall community well-being. By focusing on collaboration between local providers, technology-driven care, and community wellness, Luray can build a stronger, more equitable healthcare system that meets the needs of all its residents.*

Section: 20

# Resources

# RESOURCES

## PHOTO CREDITS

*Comprehensive Plan Cover – Town of Luray looking East, Town Staff*

*Section 1 – Town of Luray Gateway Sign, Town Staff*

*Section 2 – Town of Luray Town Office, Town Staff*

*Section 3 – Town of Luray Archives*

*Section 4 – Stoney Brook Industrial, Ben Glenn*

*Section 5 – E Main St Businesses, Town Staff*

*Section 6 – Carillon Singing Tower/Luray Caverns, Ben Glenn*

*Section 7 – Luray Landing Planned Neighborhood Development, Ben Glenn*

*Section 8 – Ben Glenn*

*Section 9 – Newly Constructed Duplexes, Town Staff*

*Section 10 – E Main St Businesses, Town Staff*

*Section 11 – Ralph H. Dean Recreation Park, Luray Little League*

*Section 12 – Luray High School, Ben Glenn*

*Section 13 – E Main St Mural, Ben Glenn*

*Section 14 – Page Public Library, Town Staff*

*Section 15 – Hawksbill Greenway Park & Ride, Benn Glenn*

*Section 16 – Luray Ave Sidewalk Extension, Ben Glenn*

*Section 17 – Waste Water Treatment Plant, Ben Glenn*

*Section 18 – K-9 Boone, Luray Police Department*

*Section 19 – Page Memorial Hospital*

*Section 20 – Free Online Image*

*Section 21 – Town Staff*



## RELEVANT WEBSITES

Artisan Trails <https://www.virginia/things-to-do/arts-and-entertainment/artisans-and-crafts/artisan-trails>  
Community Survey <https://www.townofluray.com/government/comprehensive-plan>  
Hawksbill Greenway Foundation <https://hawksbillgreenway.org/>  
Laurel Ridge Community College <https://laurelridge.edu>  
Luray Caverns Airport <https://lurayairport.com>  
Luray Downtown Initiative [www.downtownluray.com](http://www.downtownluray.com)  
Luray Fire Department <https://www.lurayfiredept.org>  
Luray-Page Chamber of Commerce [www.visitluraypage.com](http://www.visitluraypage.com)  
Luray Police Department <https://www.townofluray.com/services-2/police-public-safety>  
Luray Singing Tower [www.luraysingingtower.com](http://www.luraysingingtower.com)  
Luray Volunteer Rescue Squad <https://lurayrescue.org>  
Page County Economic Development Authority [www.pagecounty.virginia.gov/295/Economic-Development-Authority-EDA](http://www.pagecounty.virginia.gov/295/Economic-Development-Authority-EDA)  
Page County Public Library <https://mrlib.org>  
Page Valley Arts Council <https://pagevalleyartscouncil.org>  
Parks and Recreation <https://www.townofluray.com/parks/ralph-h-dean-park>  
Pocket Parks <https://www.townofluray.com/parks/pocket-parks>  
Ride Smart Program <https://ridesmartva.org/ridesharing>  
Small business development [www.valleysbdc.org](http://www.valleysbdc.org)  
Town of Luray [www.townofluray.com](http://www.townofluray.com)  
Trackside Theater <https://tracksidetheater.org>  
Transportation Survey <https://www.surveymonkey.com/r/PageCounty>  
Virginia Department of Historical Resources [www.dhr.virginia.gov](http://www.dhr.virginia.gov)  
Virginia Law – Code of Virginia <https://law.lis.virginia.gov/vacode/title15.2/chapter22/section152.-2223>  
Virginia Main Street <https://virginiamainstreet.com>

## REPORTS

Luray Annual Drinking Water Report <https://www.townofluray.com/services-2/annual-drinking-water-report>

Northern Shenandoah Valley Regional Commission Reports [www.nsvregion.org](http://www.nsvregion.org)

Page County Public Schools <https://schoolquality.virginia.gov/divisions/page-county-public-schools>

Town of Luray Municipal Code [https://library.municode.com/va/luray/codes/code\\_of\\_ordinances](https://library.municode.com/va/luray/codes/code_of_ordinances)

Virginia Housing <https://www.virginiahousing.com/about/housing-economic-development-report>

Virginia Housing Commission [https://vhc.virginia.gov/Virginia%20Housing\\_Economic%20Development\\_Report\\_FINAL\\_v2.pdf](https://vhc.virginia.gov/Virginia%20Housing_Economic%20Development_Report_FINAL_v2.pdf)

## MAPS

Page County GIS <https://www.pagecountygis.com>

Town of Luray District & Zoning Maps [www.townofluray.com/services-2/zoning](http://www.townofluray.com/services-2/zoning)

## IMAGERY

Town of Luray Facebook [www.facebook.com/townofluray](http://www.facebook.com/townofluray)

## STATE RESOURCES PLANNING DATA

Virginia Association of Planning District Commission [www.vapdc.org](http://www.vapdc.org)

Virginia Department of Education <https://schoolquality.virginia.gov/divisions/page-county-public-schools>

Virginia Department of Emergency Management [www.vaemergency.gov](http://www.vaemergency.gov)

Virginia Department of Forestry <https://dof.virginia.gov>

Virginia Department of Transportation [www.vdot.virginia.gov](http://www.vdot.virginia.gov)

Virginia Department of Wildlife Resources <https://dwr.virginia.gov>

Virginia Economic Development Partnership [www.vedp.org](http://www.vedp.org)

Virginia Property Maintenance Code <https://codes.iccsafe.org/content/VAPMC2021P1/index>

Virginia Tourism [www.virginia.org](http://www.virginia.org)

## FEDERAL WEBSITES

Department of Housing and Urban Development [www.hud.gov/states/virginia](http://www.hud.gov/states/virginia)

Federal Emergency Management Agency [www.fema.gov](http://www.fema.gov)

Federal Highway Administration <https://highways.dot.gov>

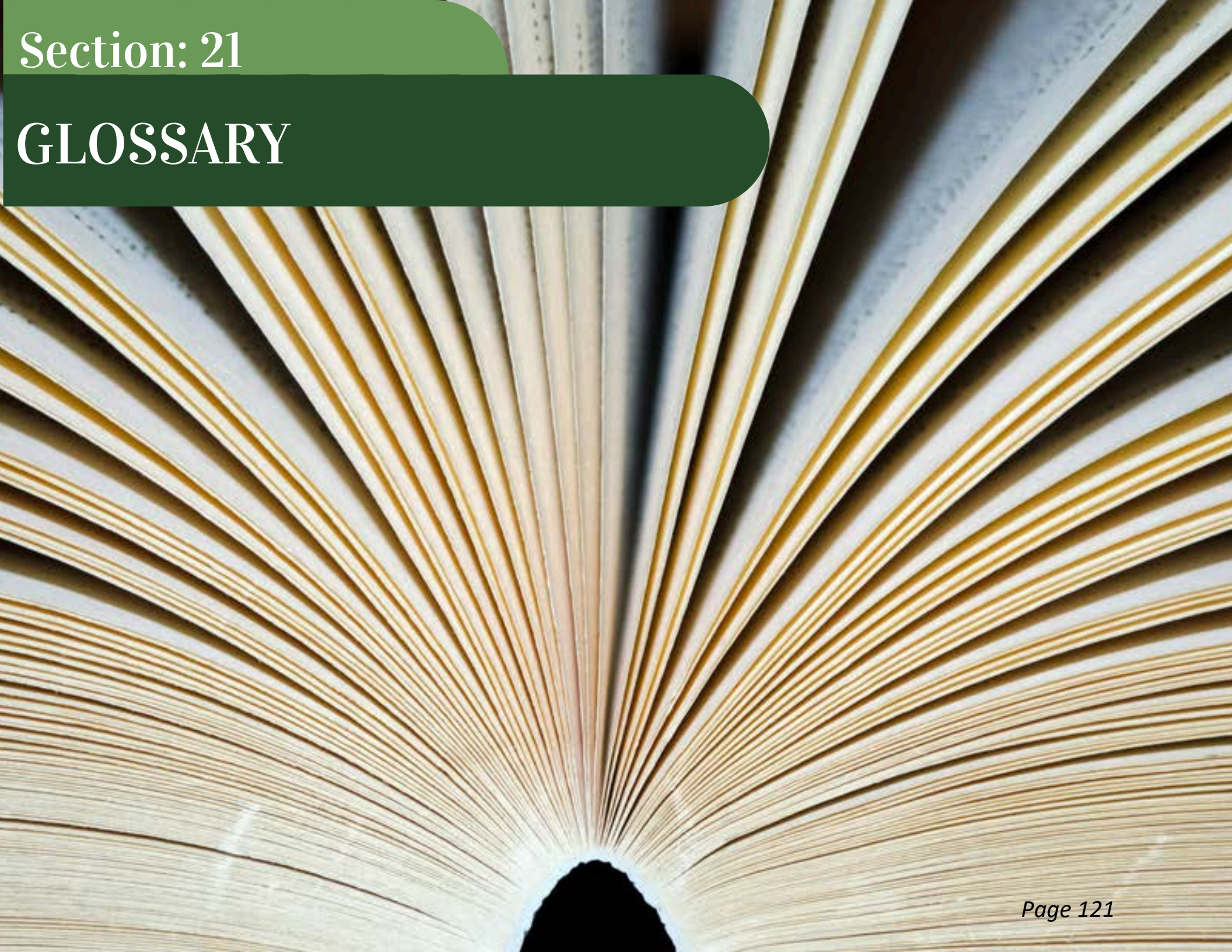
## DATA & STATISTICS

American Community Survey <https://www.census.gov/programs-surveys/acs.html>

United States Census Bureau [https://data.census.gov/profile/Luray\\_town,\\_Virginia?q=160XX00US5147528](https://data.census.gov/profile/Luray_town,_Virginia?q=160XX00US5147528)

U.S. Bureau of Labor Statistics [www.bls.gov](http://www.bls.gov)





# Section: 21

## GLOSSARY

## GLOSSARY

Arts & Culture District – a designated urban area intended to promote and support the arts, creating a vibrant cultural hub.

Enterprise Zone – A designated geographic area where business can receive tax breaks, grants, and other incentives to encourage economic development and job creation.

Historic District – a section of a city that contains older buildings considered valuable for historical or architectural reasons. These districts often receive legal protection from certain types of development to preserve their significance.

Hub Zone – refers to the Historically Underutilized Business Zone program established by the U.S. Small Business Administration (SBA). This program aims to assist small businesses located in economically distressed areas by providing them with preferential access to federal procurement opportunities. The HUBZone program was created in response to the HUBZone Empowerment Act of 1998, with the goal of awarding at least 3% of federal contract dollars to HUBZone-certified companies each year.

Opportunity Zone – economically distressed communities that are designated to spur economic growth and job creation. They are created under the Tax Cuts and Jobs Act of 2017 to provide tax incentives for investors to invest in low-income and undercapitalized areas.

Split Zoning – land unit to which more than one zoning has been allocated.

Spot Zoning – the application of zoning to a specific parcel(s) of land within a larger zoned area when the rezoning is at odds with current zoning restrictions.

Technology Zone – a designated area set aside for the development of technology-related businesses. It typically offers incentives such as reduced or waived taxes for qualified technology businesses, encouraging them to locate and grow in that area.

Tourism Zone – geographical areas designated by local ordinance. They may contain requirements and benefits for existing and new or expanded tourism businesses, including lodging, dining, retail, meeting and sports facilities, outdoor recreation areas, and event venues.



Urban Development Area – areas that are designated regions within cities or towns that are targeted for revitalization, redevelopment, or new construction to enhance economic, social, and environmental conditions.

Virginia Maintenance Code – This code delineates the minimum requirements and condition standards for premises, structures, equipment, and facilities for light, ventilation, space, heating, sanitation, protection from the elements, life safety, safety from fire and other hazards, and for safe and sanitary maintenance, the responsibility of owners, operators, and occupants, the occupancy of existing structures and premises, and for administration, enforcement, and penalties.

Workforce housing – housing designed for middle-income families who earn too much to qualify for traditional affordable housing but not enough to afford market-rate housing.

Workforce housing is aimed at families earning between 80% and 120% of the area median income (AMI). This type of housing serves individuals who are typically employed in essential occupations, such as teachers, police officers, firefighters, and healthcare workers, who often struggle to find affordable housing close to their workplaces.