

AGENDA
Luray Town Council Work Session
Tuesday, January 27, 2026
5:30pm

I.	CALL TO ORDER	Mayor Lillard
II.	PLEDGE OF ALLEGIANCE TO THE U.S. FLAG	Mayor Lillard
III.	ROLL CALL	Danielle Alger
IV.	UPDATES & DISCUSSION ITEMS	
	A) Valley Regional Transit – Local Public Transit Update	Phil Thompson
	B) Draft Firearms Ordinance	Bryan Chrisman
	C) 15 Campbell Street Update	Bryan Chrisman
	D) Christmas Wreaths & US250/VA250	Bryan Chrisman
	E) Draft Sign Ordinance Amendments & ADU's	Bryan Chrisman
	F) Alternative Energy Ordinance Amendment	Bryan Chrisman
	G) FY27 Budget Schedule & Goals	Bryan Chrisman
	H) Re-Assessment Information	Danielle Babb
V.	ADJOURN	Mayor Lillard

The meeting will be live streamed on the Town website at www.townofluray.com.

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45 East Main Street
Luray, VA 22835
www.townofluray.com
540.743.5511



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Term: 2025-2028

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Term: 2025-2026

Ron Vickers, Vice Mayor
rvickers@townofluray.com
Term: 2023-2026

Town Officials:
Town Manager – Bryan Chrisman
Assistant Town Manager- Michael Coffelt
Planning & Zoning Technician – Brooke Newman
Town Clerk/ Treasurer- Danielle Babb
Deputy Town Clerk/ Treasurer- Danielle Alger
Chief of Police- Bow Cook
Superintendent of Public Works- Lynn Mathews
Superintendent Parks & Recreation-Jennifer Jenkins
Superintendent of the WTP – Joey Haddock
Superintendent of the WWTP – John Sonifrank

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



TOWN OF LURAY

Town Council

Work Session

January 27, 2026

Updates & Discussion Items

IVA. Valley Regional Transit –
Local Public Transit Update



Town of Luray, Virginia
Town Council Agenda Statement

Item No: IV-A

Meeting Date: January 27, 2026

Agenda Item:

TOWN COUNCIL DISCUSSION
Item IV. A – VRT Final Proposal

Summary:

Council is requested to receive a summary report from Phil Thompson of VRT regarding the final report and proposal for local public transit options.

A Power Point presentation and a copy of the Final Report are included for review.

Page County Transit Feasibility Study

Final Report - *September 2025*



KFH Group, Inc.
Rockville, MD | Austin, TX



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Chapter 1

Introduction, Stakeholders, and Surveys

Introduction and Background

Page County Virginia is a rural county in the Shenandoah Valley, bordered by Warren, Rappahannock, Greene, Madison, Rockingham, and Shenandoah Counties. Within the County there are several towns including Shenandoah, Stanley, and Luray, VA. A map of the county is provided in **Figure 1-1**.

There are currently no public transportation services operating in Page County, though there is limited service provided for senior citizens and people with disabilities through the Seniors First program. The county is also part of the Northern Shenandoah Valley Regional Commission's RideSmart program, which helps arrange vanpools and carpools.

Virginia Regional Transit (VRT) provides public transportation in neighboring Shenandoah and Warren Counties (as well as in several other Virginia jurisdictions) and previously operated a fixed route in Page County. The route was discontinued in 2010 due to low ridership.

Over the course of the past three years, there has been increasing interest among residents and stakeholders in re-visiting the concept of public transportation in Page County. VRT met with the County Economic Development Office, the County Administration, Town Councils, foundations, and community engagement organizations to start the process of developing transportation solutions that could improve mobility for residents of Page County.

To fully explore the various public transportation solutions that may work in Page County, as well as to develop financial and implementation plans, VRT hired KFH Group to assist in the development of the Page County Transit Feasibility Study. There are multiple funding partners that participated in the study process and met regularly to provide input to the study consultant team. The study was initiated in October 2024 and completed in August 2025.

This final report documents the study process and the following Chapters:

1. Introduction, Stakeholders, and Surveys
2. Demographics and Land Use
3. Transit Service Alternatives
4. Transit Plan for Page County

Figure 1-1: Page County, Virginia



Stakeholders

Page County, together with Virginia Regional Transit, put together a group of stakeholders to serve as an advisory committee for the study. The local committee members are:

- Jason Craig, Valley Health
- Bill Huffman, Luray Caverns
- Bryan Chrisman, Town of Luray
- Charles Jenkins, Town of Shenandoah
- Terry Pettit, Town of Stanley
- Nina Fox, Page County Economic Development
- Rebecca Armstrong, Page County Economic Development
- Yvonne Frazier, REACH Initiative (JMU), retiring and replaced by Liz Lewis

Staff and support:

- Phil Thompson, VRT
- Susan Newbrough, VRT
- Le Roy Sweezy, Jr., VRT
- Karen Taylor, Northern Shenandoah Valley Regional Commission (NSVRC)
- Becky Sandretzky, NSVRC

At the first committee meeting, held in October 2024, committee members provided the following input.

Committee Member Input

Committee member input regarding public transportation needs in Page County:

- The lack of transportation options for residents has been identified as a critical issue, along with childcare and housing.
- There are service options that could be considered for Page County that may serve the need better than a fixed route. These could include demand-response, as well as microtransit.
- A countywide system is the goal.
- County funding to help support the study was possible with the participation of towns and agencies so that it is a community effort. The County is fiscally conservative but does want to meet community needs.
- VRT indicated that if a new service were to be implemented, they would open a pop-up location in Page County to have a local presence.

- There was a discussion of transit funding in Virginia. The state Demonstration Program is typically up to a three-year program with 80% of the operating funds provided using state funds and 20% provided through local funds. The long-term rural operating funding is typically 50% federal; 20% state; and 30% local. Capital funding is typically 80% federal; 16% state; and 4% local.
- The prior service was discontinued due to lack of ridership, but the ridership was actually fairly good, so there may have been other factors in play that resulted in service being discontinued. Committee members also indicated that in past years there may have been a stigma associated with riding the bus.
- The relatively new program in Shenandoah County (ShenGO) has been successful and is a good model for building partnerships and overcoming any stigma associated with riding rural public transportation. The WinReady microtransit program that was recently launched in the City of Winchester has been popular.
- Page County residents who live in Stanley and north of Stanley typically go to Luray for goods and services, while those who live south of Stanley typically go to Rockingham County for goods and services.
- There may be a need to look at ways to connect to areas outside of Page County, as there are a significant number of out-commuters.
- Some major employers in the Shenandoah Valley provide transportation and/or their employees participate in vanpools. "Commute with Enterprise" is a vanpool program that is available in Page County.
- There may be a need for a tourist-oriented component for visitors who camp in Page County campgrounds and arrive via large campers without a car. Tourism funds may be available for this segment.
- There are no cabs currently operating in Page County, and Uber/Lyft is not widely available.
- Clean Cities may be a funding source for capital if an electric vehicle is chosen. This will likely depend upon electric vehicle availability through the DRPT state vehicle contract.

Additional Stakeholder Input

Committee members also provided input concerning which other stakeholders should be included within our outreach efforts. The study team began reaching out to additional stakeholders in March 2025, after the public survey effort. The input received is provided on the following page.

The following agencies responded to our outreach efforts, and we had discussions with each:

- Kurt Emmerling, Director of Page County Social Services
- Bob Haas, Seniors First
- Terry Pettit, Town of Stanley. Note, Terry Pettit is also on the committee.
- Gina Hilliard, President, Luray-Page Chamber of Commerce

The information provided through these stakeholders is summarized below.

Public Transportation Needs and Issues

All the stakeholders we spoke with indicated that there is a need for public transportation in Page County. The following specific needs and issues were mentioned:

- There is a need for greater access to life-sustaining activities such as medical appointments, grocery shopping, governmental service appointments, and employment. The Page County DSS director indicated that about six to eight percent of the population receive some kind of assistance through the DSS.
- There is a need to serve the "hollers," which likely means a demand-response option should be included as an option. Current demand for WellTran service includes pick-ups all over the County. WellTran is a medical transportation service for seniors and people with disabilities that is operated by Seniors First. The director indicated that available capacity is typically booked three weeks in advance. Two vehicles are assigned to Page County and operate Monday through Friday.
- Public transportation services would need to be able to accommodate families with young children that have car seats, strollers, etc., as well as older adults that have mobility issues.
- There are families that share one car, making it difficult to access jobs and services.
- Luray is an important local destination for shopping and medical services. There is not a grocery store or pharmacy in Shenandoah. There is not a pharmacy in Stanley. There is a dialysis center in Stanley as well as a grocery store. The DSS is in Stanley. Page Memorial Hospital is in Luray, as are the courts.
- The more rural parts of Page County have high needs.
- Opinions were mixed concerning whether to charge a fare. The majority thought a nominal fare should be charged. There was a recognition that the people who need public transportation are not able to afford more than a nominal fare.
- Stakeholders indicated that any new public transportation service will need to be promoted to ensure that people know it is available and how to use it.
- The likelihood of public financial support is good if the service design meets the needs of County and town residents.

Surveys

One of the first tasks for the Page County Public Transit Study was to reach out to area residents and stakeholders to gauge public interest in the development of a public transportation program. This task was completed through two primary mechanisms: **1)** the development of a public survey, using the Survey Monkey® electronic platform, with paper surveys available at key locations; and **2)** stakeholder interviews (documented above).

The survey instrument was developed by the KFH Group study team with input from the Page County Public Transit Study Advisory Committee. KFH Group worked closely with Page County and Virginia Regional Transit to write and distribute media releases to advertise the availability of the survey and provide a QR code and link so that people could complete the survey. A copy of the survey is provided as [Appendix A](#).

Page County developed a poster that included information on how to complete the transportation survey, as well as a healthcare survey. A copy of the poster is provided as [Exhibit A](#). The survey information was posted on the County's social media sites, and hard copies of the poster were provided to the locations listed in [Table 1-1](#). This advertising effort resulted in a very successful survey response, with a total of 803 survey respondents. The survey was available from mid-November through December 2024.

Of the 803 surveys, about 30 were completed via hard copy, with the remainder being completed online.

Exhibit A: Page County Advertising Poster

YOUR VOICE MATTERS!

**HELP SHAPE THE FUTURE OF TRANSPORTATION
AND HEALTH CARE IN PAGE COUNTY**

We're asking you, our residents, to share your opinions and ideas through our community survey. Your feedback is essential in guiding the decisions that affect us all.

Take a Few Moments to Make a Big Impact!



TRANSPORTATION SURVEY
www.surveymonkey.com/r/q_code/PageCounty



HEALTH CARE SURVEY
www.valleyhealthlink.com/survey



PAGE
COUNTY, VA
ECONOMIC
DEVELOPMENT
AUTHORITY



ValleyHealth
Healthier, together.

WHERE: Access the survey online
HOW: Simply scan the QR codes above
WHY: Your input will help improve community services, facilities, and more!

QUESTIONS? Contact Page County Economic Development Department at **540-743-1216**

Page Valley
VIRGINIA

PARTICIPATE TODAY!
Let's build a better community together.

Table 1-1: Page County Poster Sites**Town of Shenandoah**

- Library
- Town Office (Large poster)
- Rudys (Small poster)
- 7/11 (Small poster)
- Mr. Garcias (Small poster w/frame)
- Kites (Small poster)

Town of Stanley

- Masonite
- Pioneer Bank
- Hawksbill Diner
- Riverside Mini Mart (Small poster)
- Social Services (Large poster)
- Town Office (Large poster)
- Library (Small poster with frame)
- DR's Quick Stop (Small poster)
- Valley Exxon (Small poster)

Town of Luray

- Riverside Mini Mart (Small poster)
- Social Services (Large poster)
- Town Office (Large poster)
- Library (Small poster with frame)
- DR's Quick Stop (Small poster)
- Valley Exxon (Small poster)
- 7/11/Burger King
- Subway/ Exxon
- Page Co-op
- Library
- 7/11 in town
- Fairview
- Hope Mills
- Liberty/Chicken Box
- Andersen
- Pioneer
- County offices

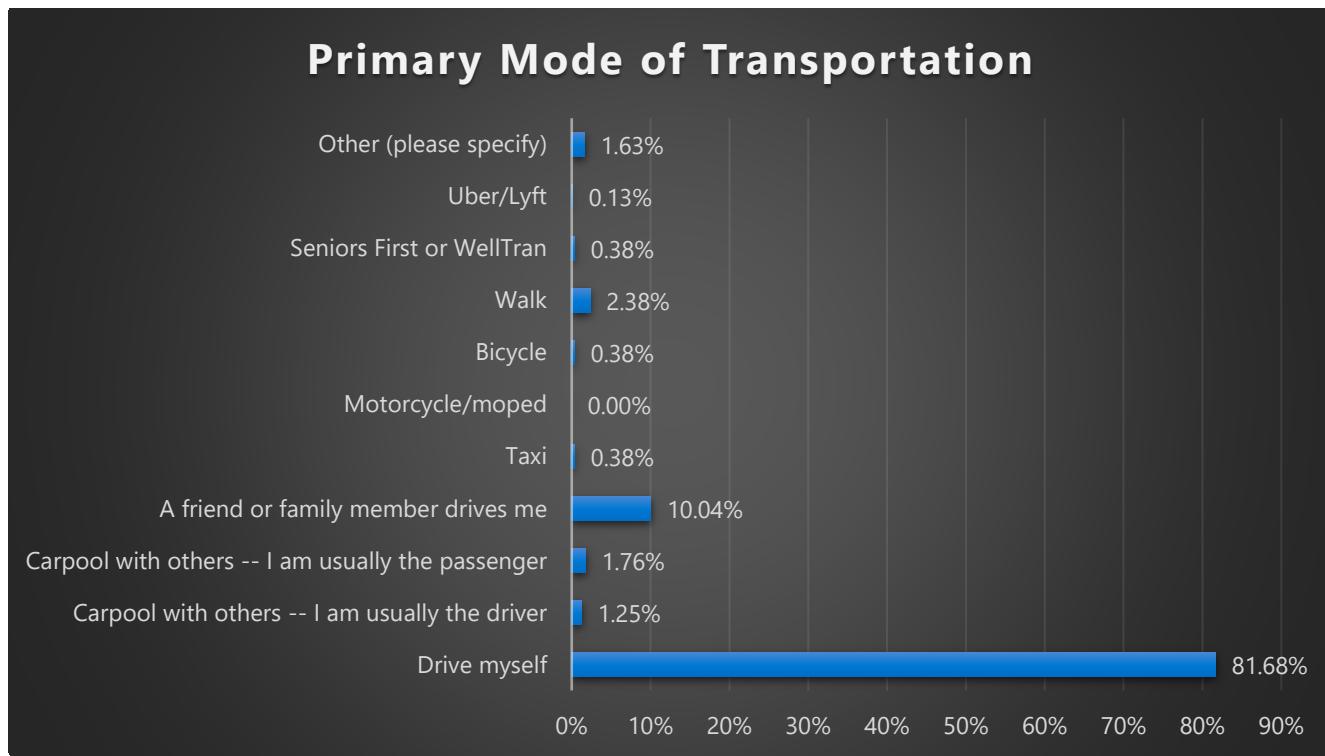
Results

A total of 803 surveys were filled out and returned. Not all respondents answered every single question, either by design or by omission, but this is a very robust response rate, representing over three percent of the county residents.

Primary Mode of Travel

Question 1 asks respondents to indicate their primary mode of transportation to access work, school, shopping, and other life activities. The vast majority (81%) drive themselves, and another 10% get rides from friends or family. The rest of the options are used by few respondents, as shown below in **Figure 1-2**. None of the responses in the "Other" category provided alternative modes of travel.

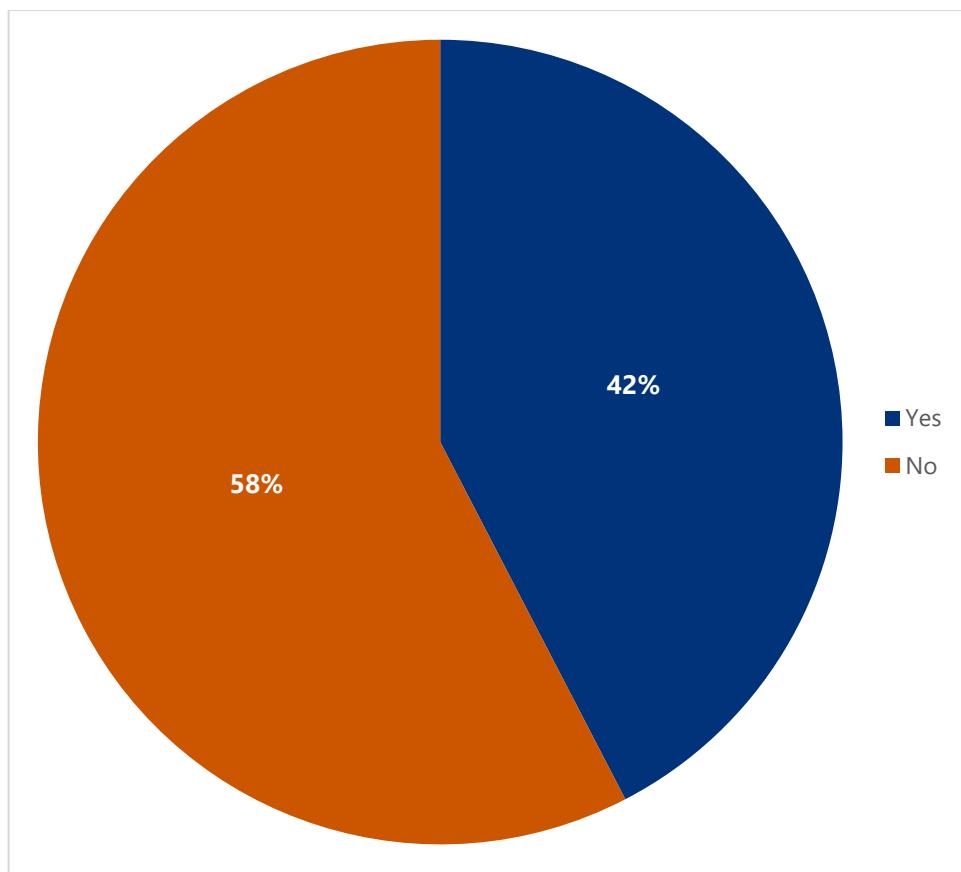
Figure 1-2: What is your primary mode of transportation to access work, school, shopping, medical appointments, and other life activities?



Transportation Needs

The results from Question 2 show that well over half of the participants in the survey either have trouble meeting their own transportation needs, or members of their household struggle to get the transportation they require. See **Figure 1-3**.

Figure 1-3: Do you or others in your home have problems getting your transportation needs met?

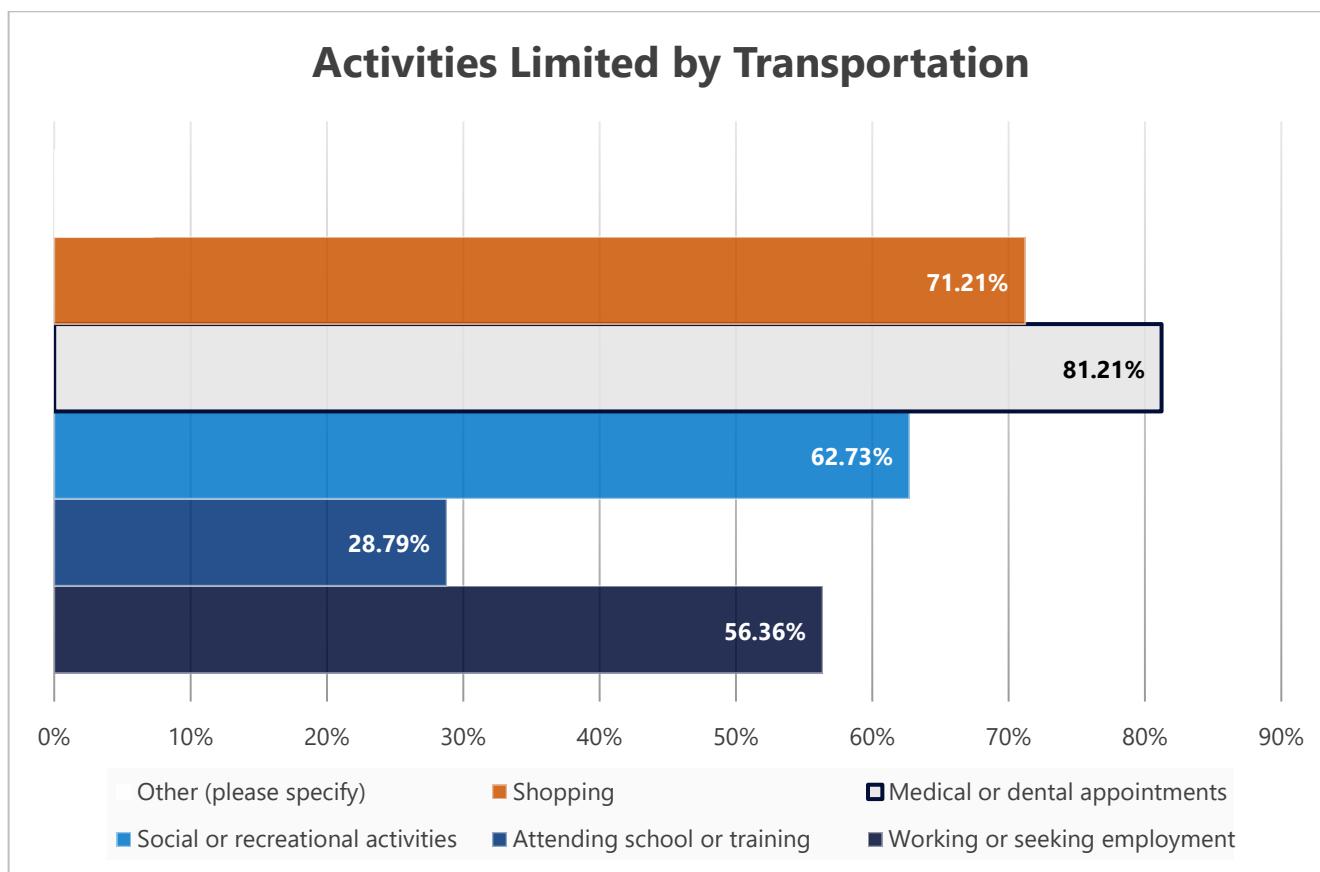


$n = 802$

Transportation Limits

Question 3 targeted those who responded "Yes" to Question Two and asks about what activities are limited by the lack of transportation options. "Medical or Dental Appointments" was the most common answer, with 81% of people who are transportation-limited responding that their ability to access medical care was limited. Shopping, working, and social activities—all were also over 50%. The full breakdown is in **Figure 1-4**. While "School or Training" seems low at 28%, this is likely due to a lack of respondents who are in school or training. In the "Other" category, attending church was mentioned by a few respondents, along with travel.

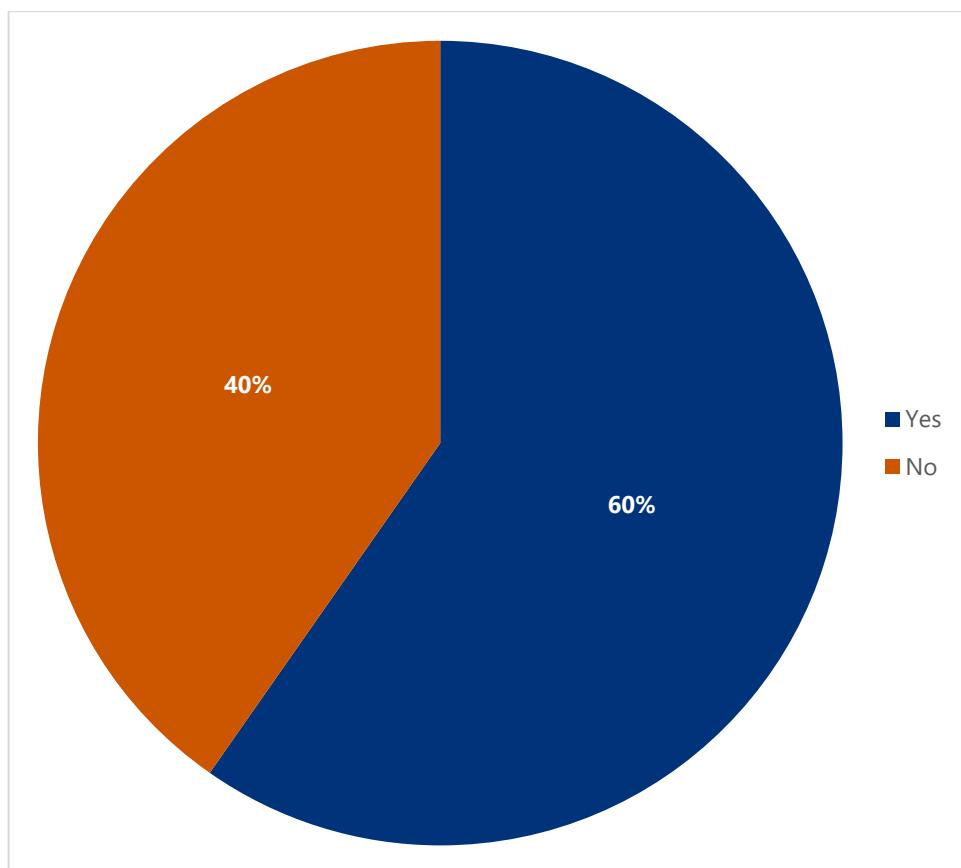
Figure 1-4: What activities are limited by a lack of access to transportation?



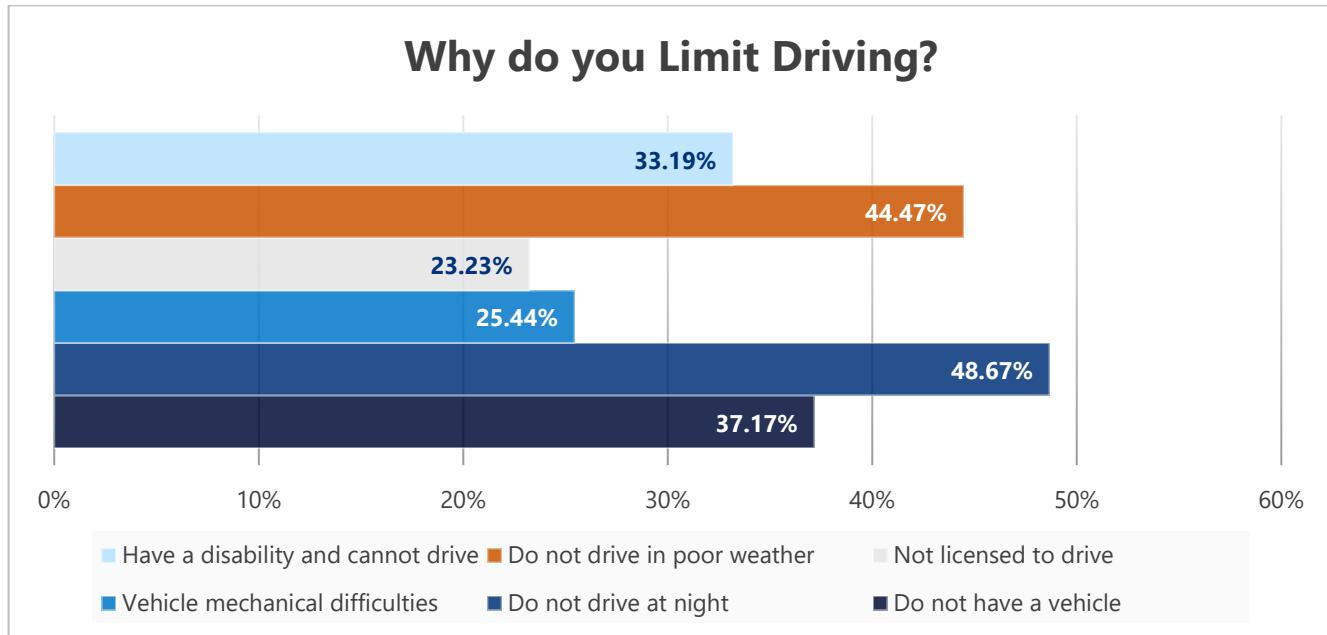
Driving Limitations

Question 4 asks if the participant or other adults in their home do not drive or limit the amount they drive. It then asks what those reasons are. Respondents could select multiple reasons for driving limitations. Almost 60% of participants said they or members of their household limited the amount they drive, as shown in **Figure 1-5**. Not driving at night or in poor weather were the most common reasons for limiting driving, but 37% of people said they do not drive because they don't have a vehicle. **Figure 1-6** shows the remainder of the reasons and the percentage of people who selected each. Respondents could select multiple options.

Figure 1-5: Are there any reasons why you or other adults in your home do not drive or limit the amount they drive?



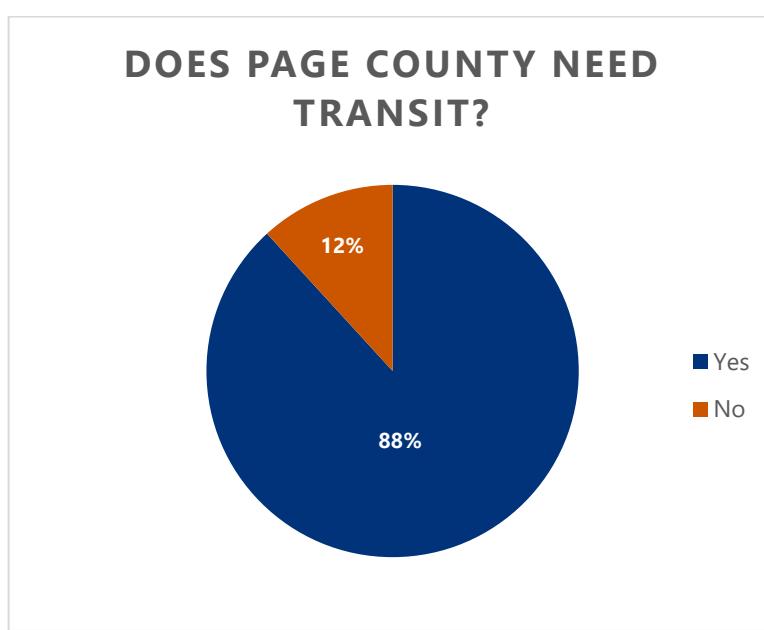
n = 757

Figure 1-6: Question 4, Continued

Public Transportation Need

Question 5 asks whether the participants think that there is a need for public transportation in Page County. The participants overwhelmingly responded yes, as shown in **Figure 1-7**.

Figure 1-7: Do you think there is a need to develop a public transportation service within Page County to help you and your family members, or for others in the community?



Types of Service

Question 6 asked which types of services would be most useful. All received similar levels of interest, with deviated fixed routes receiving slightly less and standard fixed routes receiving slightly more. Participants could select multiple options. The discrepancy between deviated fixed routes and fixed routes is odd and may be the result of people being unfamiliar with what deviated fixed route service is. The results are in **Figure 1-8**, and the full text of the options is shown in **Table 1-2**.

Figure 1-8: Which of the following types of services would be most useful?

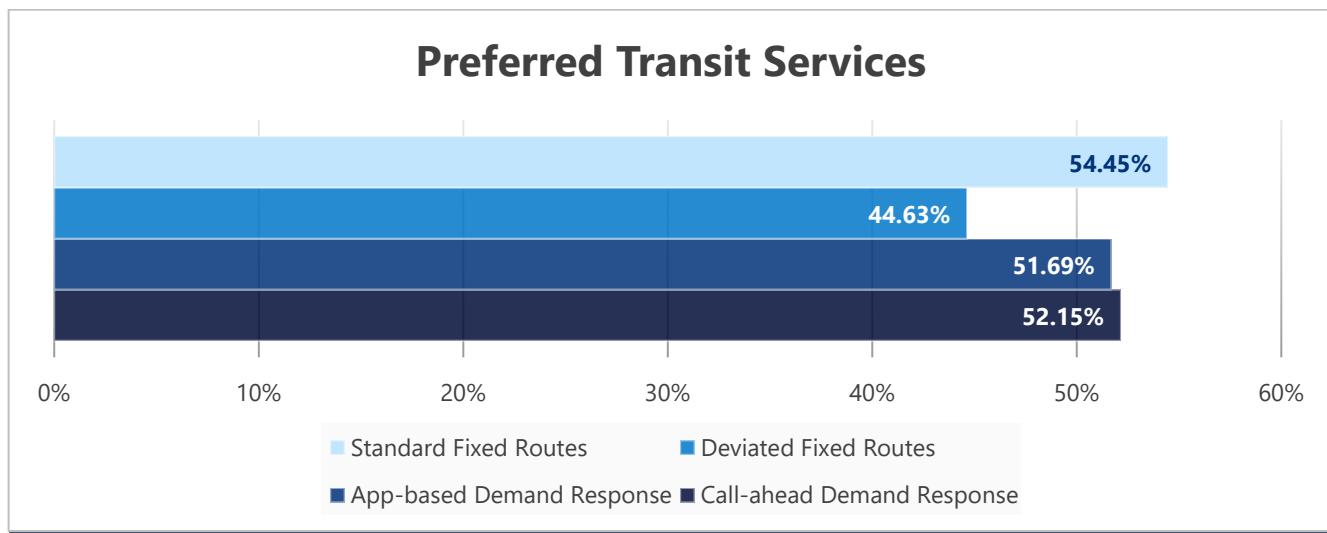


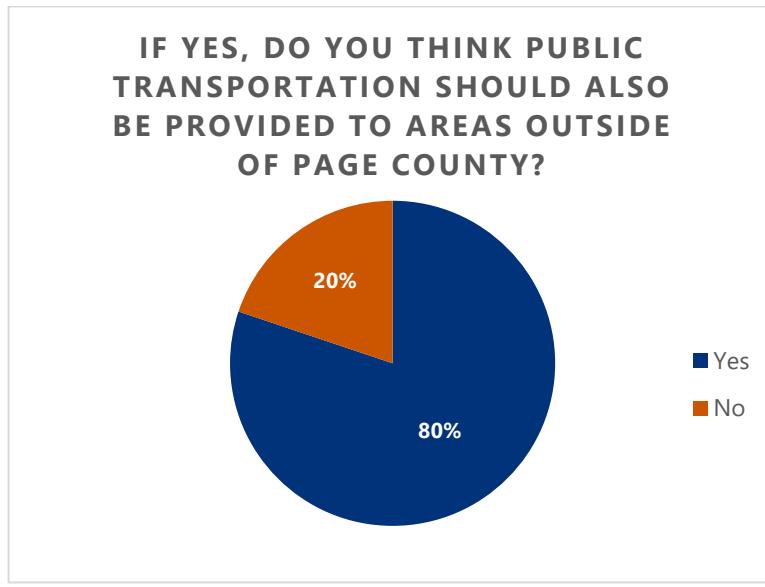
Table 1-2 : Response Options for Question Six

Option	Number of Responses
Demand-response service that requires you to call a day ahead and picks you up near your home and brings you to your destination. This service would also bring you back home when you are ready.	340
Demand-response services like Uber or Lyft that allow you to use a phone or computer application to schedule a ride when you need it, pending vehicle availability. This type of service would pick you up near your home and bring you to your destination and is termed microtransit. You would log back in to schedule your ride home.	337
Deviated fixed-route service that follows a base route and schedule but will deviate up to 3/4 of a mile to pick you up if you have called ahead.	291
Fixed-route service that follows a set route and schedule without deviations and does not require you to call ahead.	355

Transit Outside of Page County

Question 7 asked if those who are in favor of public transit believe it should also be provided outside of Page County. The results in **Figure 1-9** demonstrate that the majority of this sub-group (80%) support extending transit options beyond the county.

Figure 1-9: Do you think public transportation should also be provided to areas outside of Page County?



n = 640

Desired Locations Outside of Page County

Question 8 builds on the previous question by asking which locations outside of Page County should be served. Harrisonburg was the most common answer, with Front Royal and Winchester also receiving many mentions. **Table 1-3** shows a list of the top specific destinations, and how often they were mentioned. The full list of destinations can be found in **Appendix B**.

Table 1-3: Top Places in Question 8 Answers

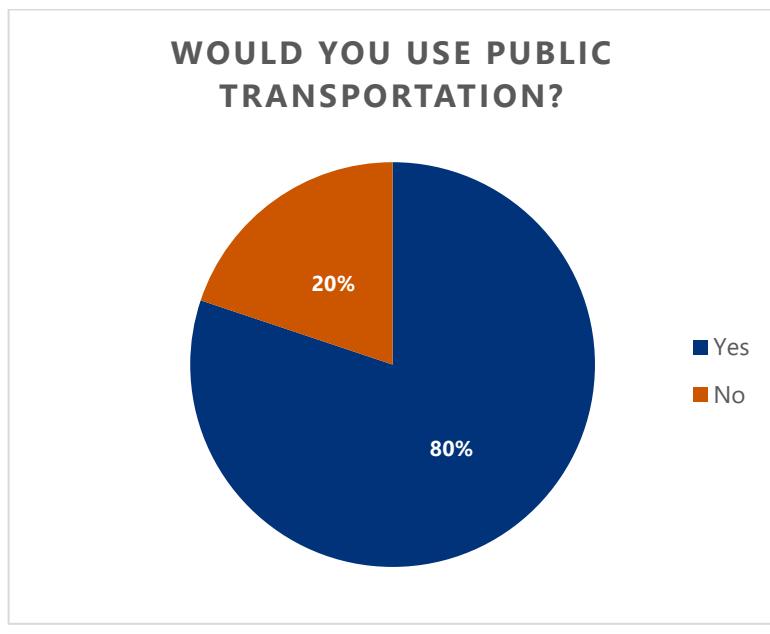
Place	Number of mentions	Percent
Harrisonburg	200	49.02%
Front Royal	140	34.31%
Winchester	76	18.63%
Rockingham County	46	11.27%
Warren County	33	8.09%
New Market	30	7.35%
Charlottesville	30	7.35%
Elkton	23	5.64%

n = 408

Use of Public Transit

Question 9 asked if participants or their family members would use public transportation services if those services meet their needs, and the vast majority responded yes, as shown in **Figure 1-10**.

Figure 1-10: Would you or the family members in your household use public transportation services if they met your needs?



Price of Transit

Question 10 asked participants to indicate how much they would be willing to pay for a one-way trip on transit. Almost all respondents (90%) were willing to pay over \$1.00, but only about 40% were willing to pay more than \$2.00. The breakdown of responses is below in **Figure 1-11**.

Figure 1-11: What fare would you be willing to pay for a one-way public transit trip?



ZIP Codes for Participants

Question 11 asked people to indicate their home ZIP Codes. The majority (69%) were from 22835, the ZIP Code that includes Luray, the county seat. The second most common (18%) was 22851, which is just south of Luray and includes the town of Stanley. Another 7% of responses came from 22849, which is the town of Shenandoah. The list of all ZIP Codes and their number of responses is below in **Table 1-4**. Five responses stated the ZIP Code 23835, which does not exist. As it is presumably a typo for 22835, those five responses have been included with 22835.

Table 1-4: ZIP Codes of Respondents

ZIP Code	Area	Percent
22835	Luray (Page County)	69.23%
22851	Stanley (Page County)	18.00%
22849	Shenandoah (Page County)	6.68%
22650	North of Luray (Page County)	2.61%
22827	Elkton (Rockingham County)	0.73%

n = 689

Age, Employment, and Income

The demographic data collected covered the respondents' age, income, and employment status. For age, there were very few young respondents (less than eight percent below the age of 24), and the respondents tended to be slightly older than is representative of the county—this is expected as children cannot fill out surveys. The 25-44 group, however, is more significantly overrepresented. They make up 34% of survey participants, but just 23% of the county, according to 2023 ACS data. Age groups are represented in [Figure 1-12](#).

In terms of employment, about half of all respondents are full time workers, and 26% are retired. Very few are students. See [Figure 1-13](#) for details. According to 2023 ACS data, the median income in Page County is around \$59,000, meaning that the survey results shown in [Figure 1-14](#) are skewed slightly toward lower incomes—53% reported incomes at or below the median, compared to 41% with higher-than-average incomes.

Figure 1-12: Age

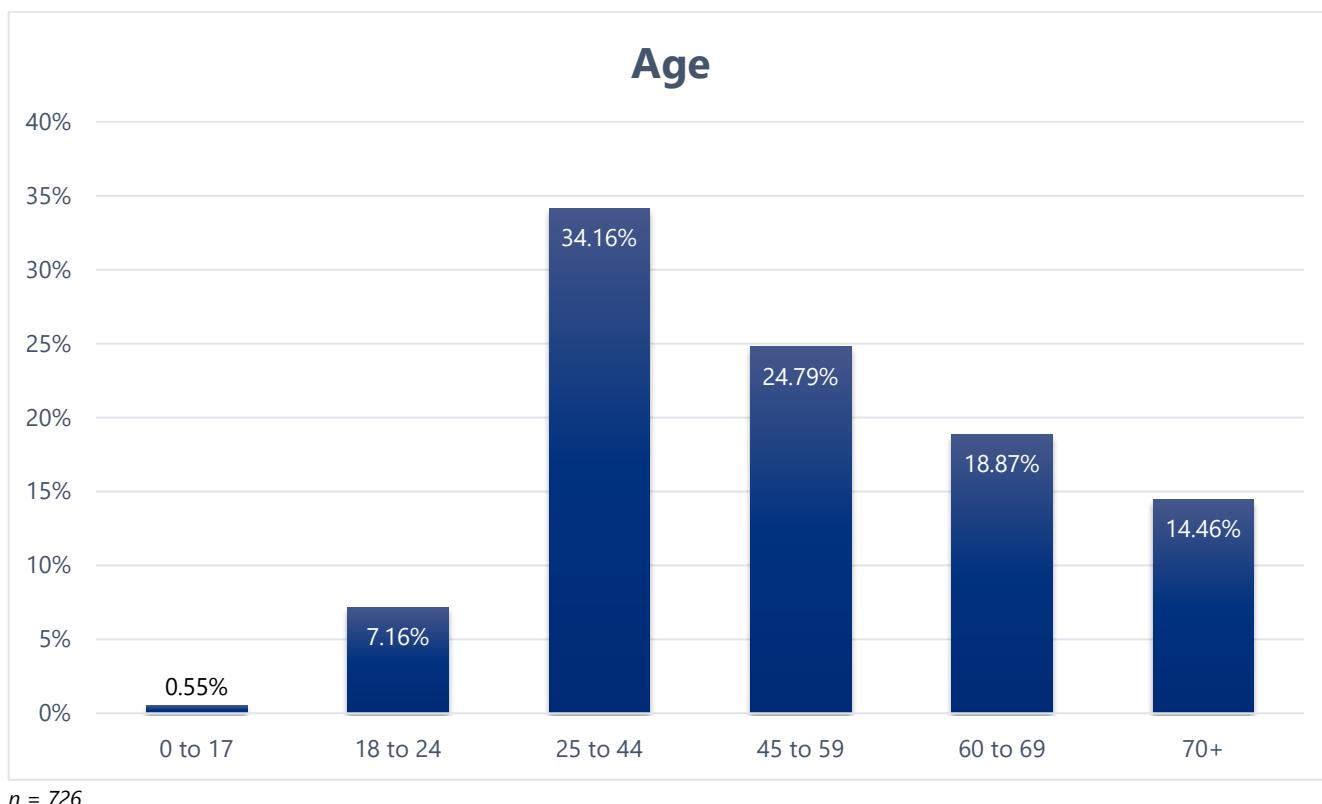
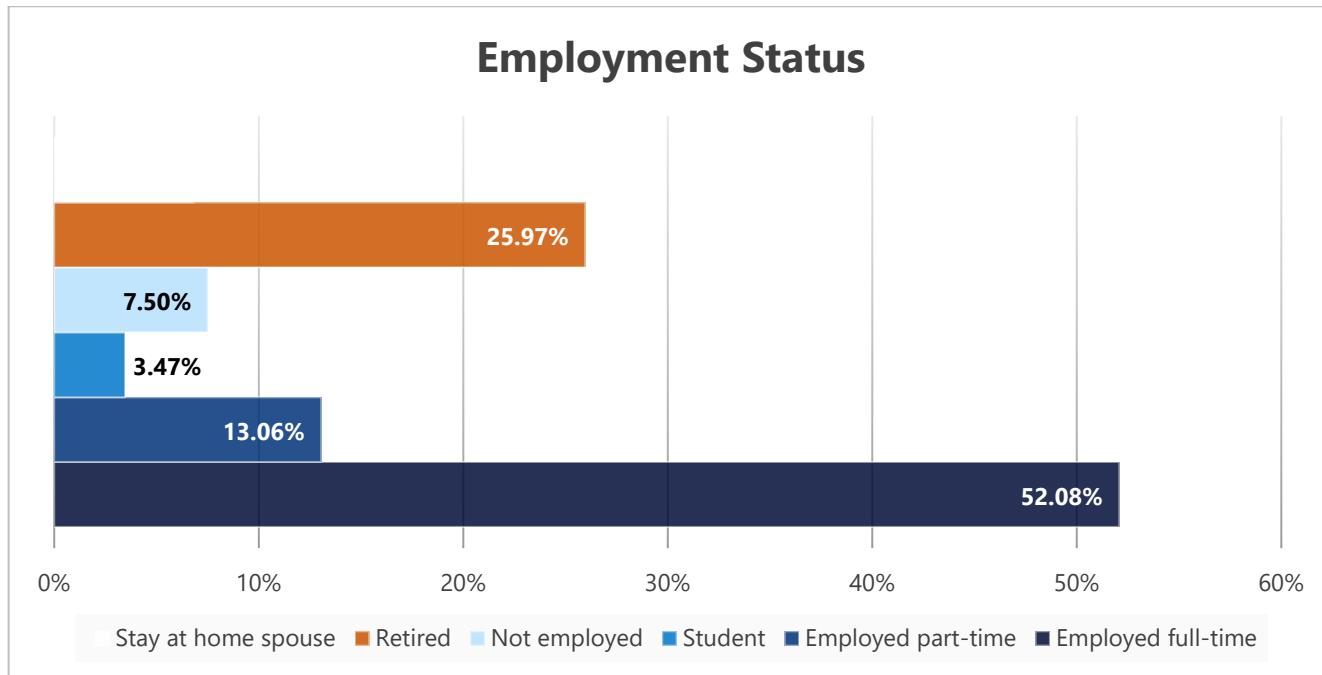
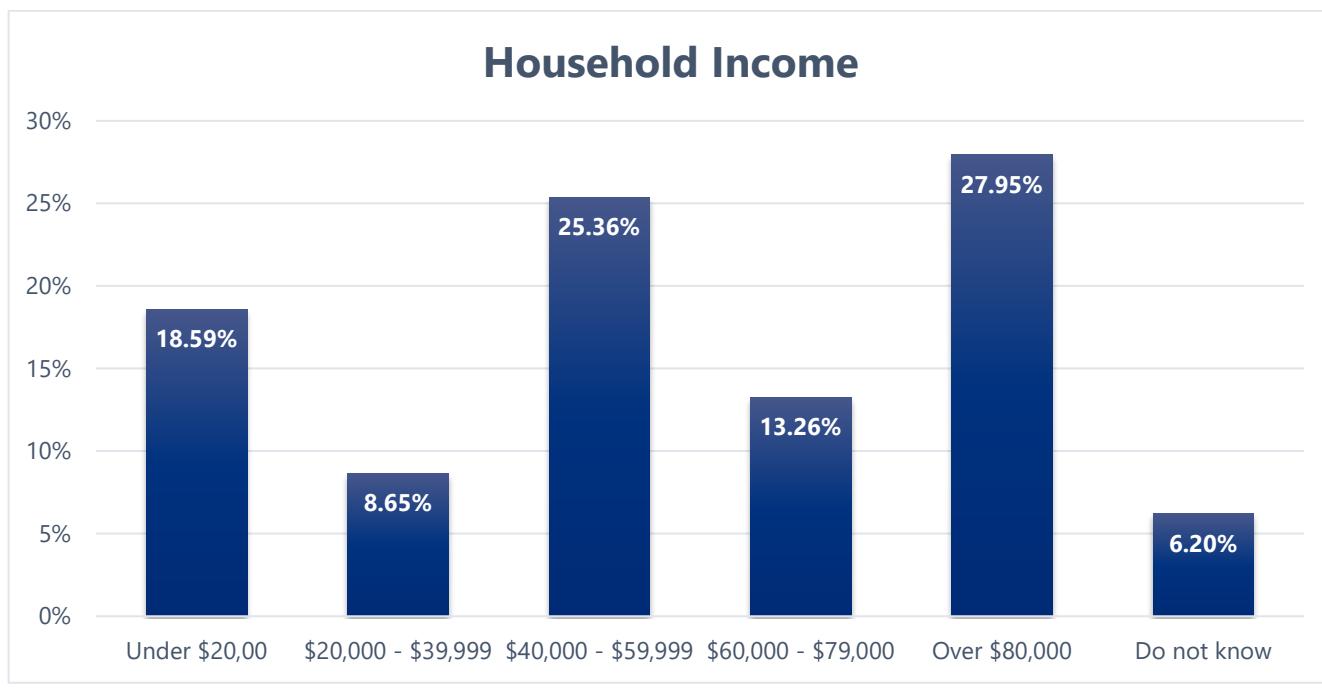


Figure 1-13: Employment**Figure 1-14: Income**

Additional Comments

Comments were broadly pro-public transportation, expressing the need for transportation to medical appointments, grocery trips, and other purposes. Some comments mention that a public transportation system could be good for tourism. Others stressed that even a taxi service would be very helpful. Some examples of comments are below. The anti-transit comments generally expressed concern over increased taxes. All comments are provided in **Appendix C**, and a few select comments are shown below in **Table 1-5** to represent the sentiments of the whole group.

Table 1-5: Selected Comments

Selected Comments

"I am a physician in Luray and many of my patients miss appointments due to lack of transportation."

"I work as a discharge planner at PMH and the need for more transportation options in Page County is growing more and more. So many times discharges are delayed due to no transport options."

"Seniors badly need public transportation."

"Due to the area being so rural holding minimum wage jobs is difficult for county residents. Public reliable transportation would decrease unemployment."

"Drinking and driving is a huge issue in the area, in part because of lack of public transportation."

"If it's self sustaining the I'm ok with it. We cannot afford it to be another tax burden"

"Uber-type services & taxis are non-existent in Page County as far as I know. Public Transportation is a real need & ShenGo doesn't serve us here."

"Should figure out way for Page County residents to hook up with Virginia Breeze buses."

"You cannot have an adventure town without public transit."

Chapter 2

Page County Demographics and Land Use Analysis

Introduction

The purpose of this chapter is to provide an assessment of transit needs in Page County based on an analysis of demographic and land use data, as well as a review of previous plans and studies. Data ranging from major trip generators to underserved and unserved population subgroups are documented and analyzed. The analysis includes a general population profile, identification, and evaluation of potentially transit-dependent population subgroups, and a review of the demographic characteristics pertinent to a Title VI analysis. Data sources include the 2020 Census and American Community Survey (ACS) 2019-2023 5-year estimates, data on commuting patterns from the US Census' Longitudinal Employer Household Dynamics dataset, and local planning documents.

Population Analysis

This section provides a general population profile for Page County, looks at growth estimates, evaluates population subgroups that may have a higher propensity to use transit, and reviews the demographic characteristics pertinent to a Title VI analysis.

Population

Table 2-1 shows the US Census population counts for Page County and the Commonwealth of Virginia from 2000 to 2020. During this period, the population of Page County increased just 2.3%, as compared to the statewide growth rate of 21.9%. Page County shrank slightly between 2010 and 2020 after growing between 2000 and 2010. The most recent Census population estimate for Page County — from 2023 — is 23,741, virtually unchanged from the 2020 census.

Table 2-1: Historical Population for Page County and the Commonwealth of Virginia

Place	2000 Population	2010 Population	2020 Population	2000-2010 Percent Change	2010-2020 Percent Change	2000-2020 Percent Change
Virginia	7,078,515	8,001,024	8,631,393	13.0%	7.9%	21.9%
Page County	23,177	24,042	23,709	3.7%	-1.4%	2.3%

SOURCE: U.S. CENSUS, AMERICAN FACTFINDER

Population Projections

According to population projections developed by the Weldon Cooper Center for Public Service, Page County's population is likely to remain relatively stable from 2030 to 2050, with a slight decline in population in 2040, and a small upswing by 2050. These projections also indicate that the percentage of the population that is age 65 or above is projected to be considerably higher in Page County than the Commonwealth as a whole. **Table 2-2** provides the population projections by age for Page County and for the Commonwealth of Virginia.

Table 2-2: Population Projections – Page County and the Commonwealth of Virginia

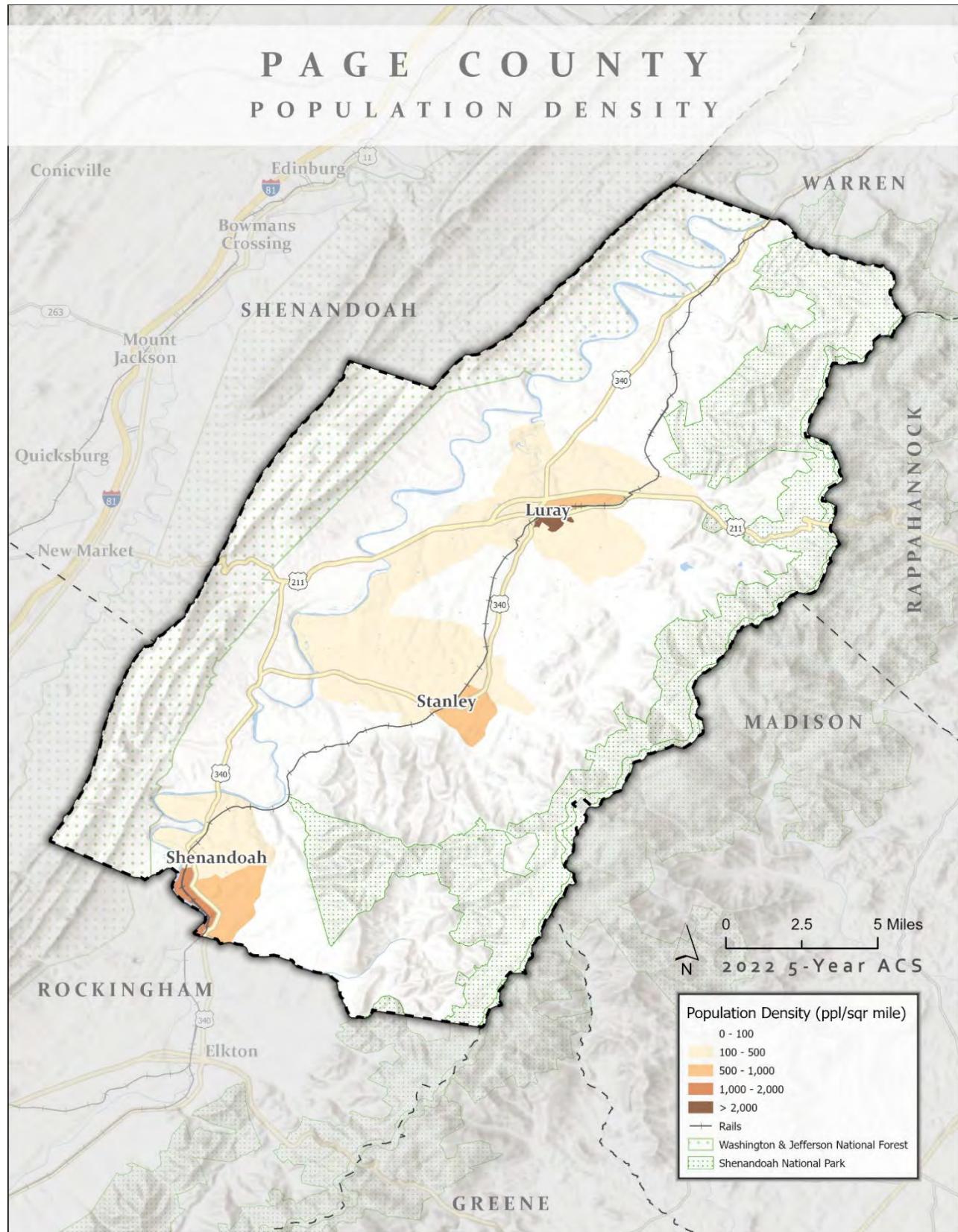
Age Group	2030 Population Projection		2040 Population Projection		2050 Population Projection	
	Population	Percent	Population	Percent	Population	Percent
Virginia	9,129,002	-	9,759,371	-	10,535,810	-
0-19	2,183,546	24%	2,398,845	25%	2,604,358	25%
20-64	5,182,815	57%	5,493,708	56%	6,024,220	57%
65+	1,762,641	19%	1,866,818	19%	1,907,232	18%
Page County	23,041		22,963		23,229	
0-19	4,819	21%	4,854	21%	4,970	21%
20-64	11,854	51%	11,539	50%	12,010	52%
65+	6,368	28%	6,570	29%	6,249	27%

SOURCE: DEMOGRAPHICS RESEARCH GROUP OF THE WELDON COOPER CENTER FOR PUBLIC SERVICE

Population Density

Population density is a determinant for the type of public transportation service that is feasible in an area. Generally, an area with a population density greater than 2,000 people per square mile will be able to sustain frequent daily fixed route bus services. Areas with a population density below 2,000 people per square mile may be better suited for deviated fixed route, flex schedule or dial-a-ride service.

Page County is predominately rural. There is only one block group in the county with a population density above 2,000 persons per square mile and this is in Luray, south of US-211, and west of US-340. There are some pockets of density in Shenandoah and Stanley, but no areas reach the 2,000 people per square mile fixed route guideline. Outside of the towns, density is very low, although it tends to be slightly higher along the pair of highways than it does away from them. **Figure 2-1** illustrates the population density in Page County.

Figure 2-1: Population Density in Page County

Transit Propensity

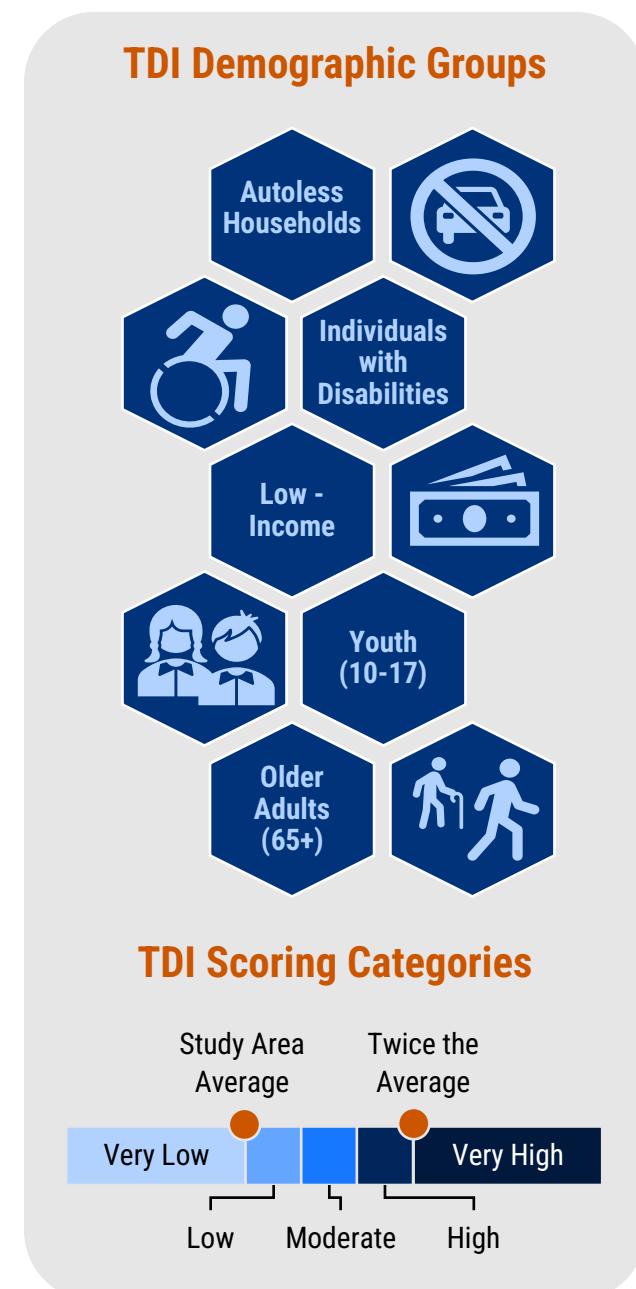
Public transportation needs are defined in part by identifying the relative size and location of those segments within the general population that are most likely to use transit services. These transit dependent populations include individuals who may not have access to a personal vehicle or are unable to drive themselves due to age or disability. Determining the location of these populations assists in determining where new services may be warranted.

Transit Dependence Index

The Transit Dependence Index (TDI) is an aggregate measure that captures the relative concentrations of transit dependent populations. This takes a data-based approach to identifying transit needs based on select demographic groups. Five factors make up the TDI calculation: zero vehicle households, low-income population, individuals with disabilities, youth (ages 10-17), and older adults (ages 65+). The TDI is a relative measure that scores each Census Block Group based on the study area's average score. For example, areas classified as "very high" are more than double the study area average.

The TDI Tool provides two outputs:

- TDI Factored by Population Density** – Aggregates the scores of each demographic group and multiplies them by their population density score, creating the TDI.
- TDI by Population Percentage** – Aggregates the total number of each demographic group and gives a score based on the percentage of transit dependent persons, regardless of population density.



The following pages illustrate TDI (**Figure 2-2**) and TDI Percentage (**Figure 2-3**). TDI Percentage is the TDI score before population density is accounted for and represents the percentage of transit-dependent people in each census block group. This is valuable as it shows where need is greatest in the county, regardless of density. The TDI highlights two census blocks as the most in need of transit: one in Luray, and one in Shenandoah. Luray is overall the area in highest need, as it also includes one block designated as "High Need" and another that is "Moderate Need," whereas Shenandoah has just one other block that is "Moderate Need." Stanley does not exceed "Moderate Need."

The TDIP tells a similar but different story. It too highlights Luray as one of the areas most in need, although in this case that means "Moderate Need," as no area scored higher than. The only zone outside of Luray that is also considered "Moderate Need" is between Shenandoah and Stanley. Those two towns are only considered "Low Need."

The individual factors that go into the TDI are shown on the following pages, except for Low-Income population, which is shown in the Title VI section. Notable results are that a census block in Luray scores "Very High" in adults over the age of 65 (**Figure 2-4**) and that same block scores "High" in individuals with disabilities (**Figure 2-5**), the highest score of any block group in the county. Youth Population (**Figure 2-6**) is highest in Shenandoah, while the Autoless Households score (**Figure 2-7**) is notable for scores either being "Very Low" or "Very High," with nothing in between. Much of Luray is in the "Very High" category.

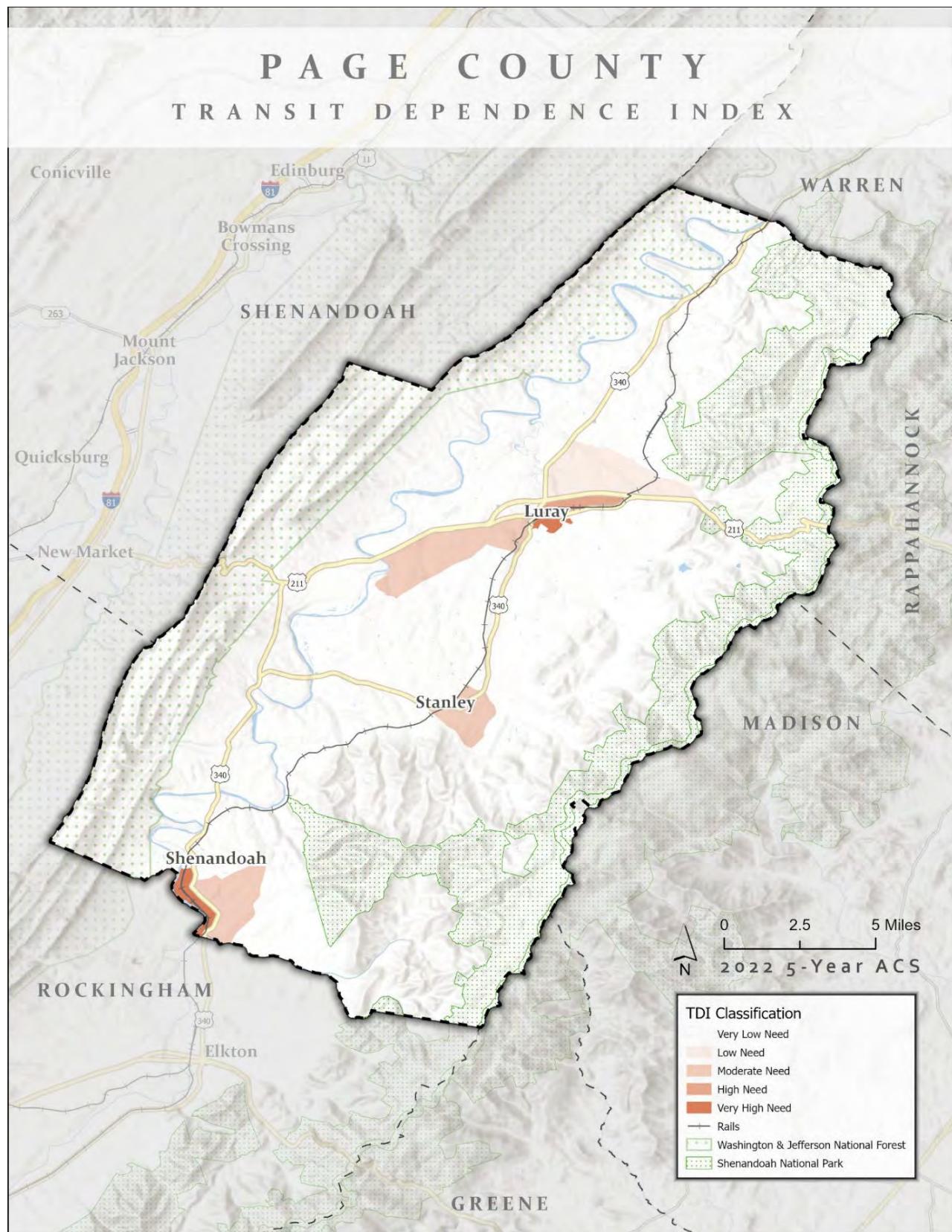
Figure 2-2: TDI Score

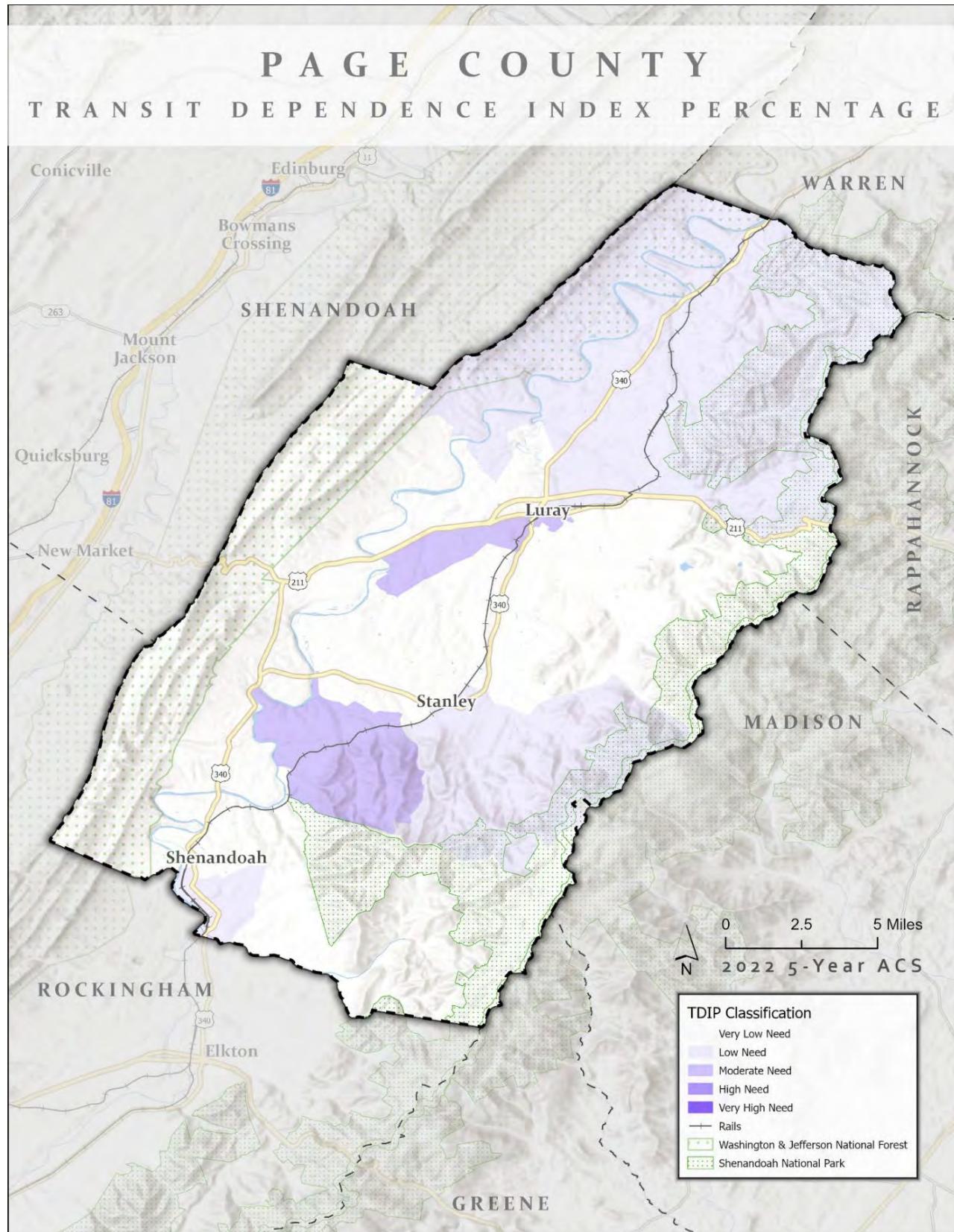
Figure 2-3: TDIP Score

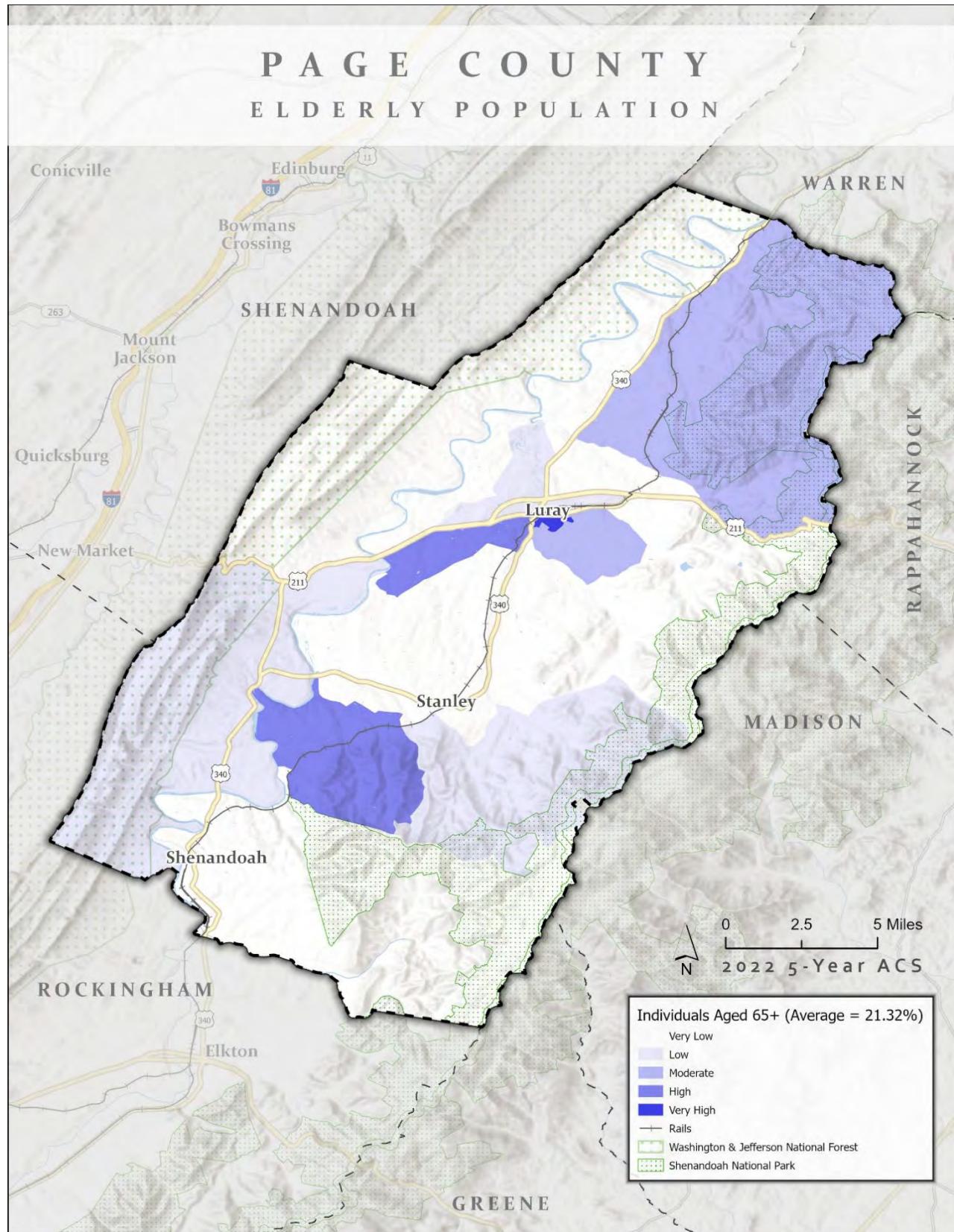
Figure 2-4: Elderly Population

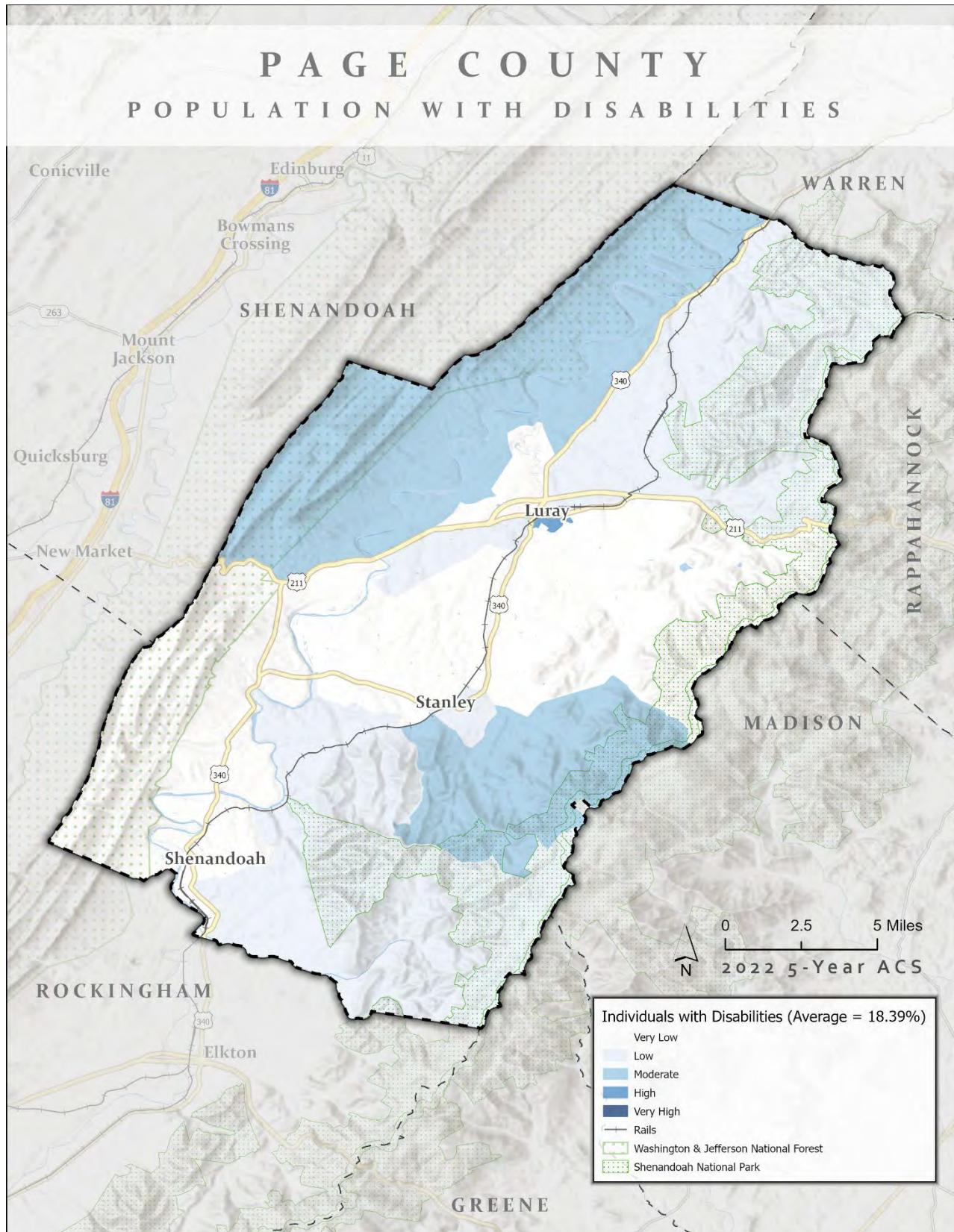
Figure 2-5: Individuals with Disabilities

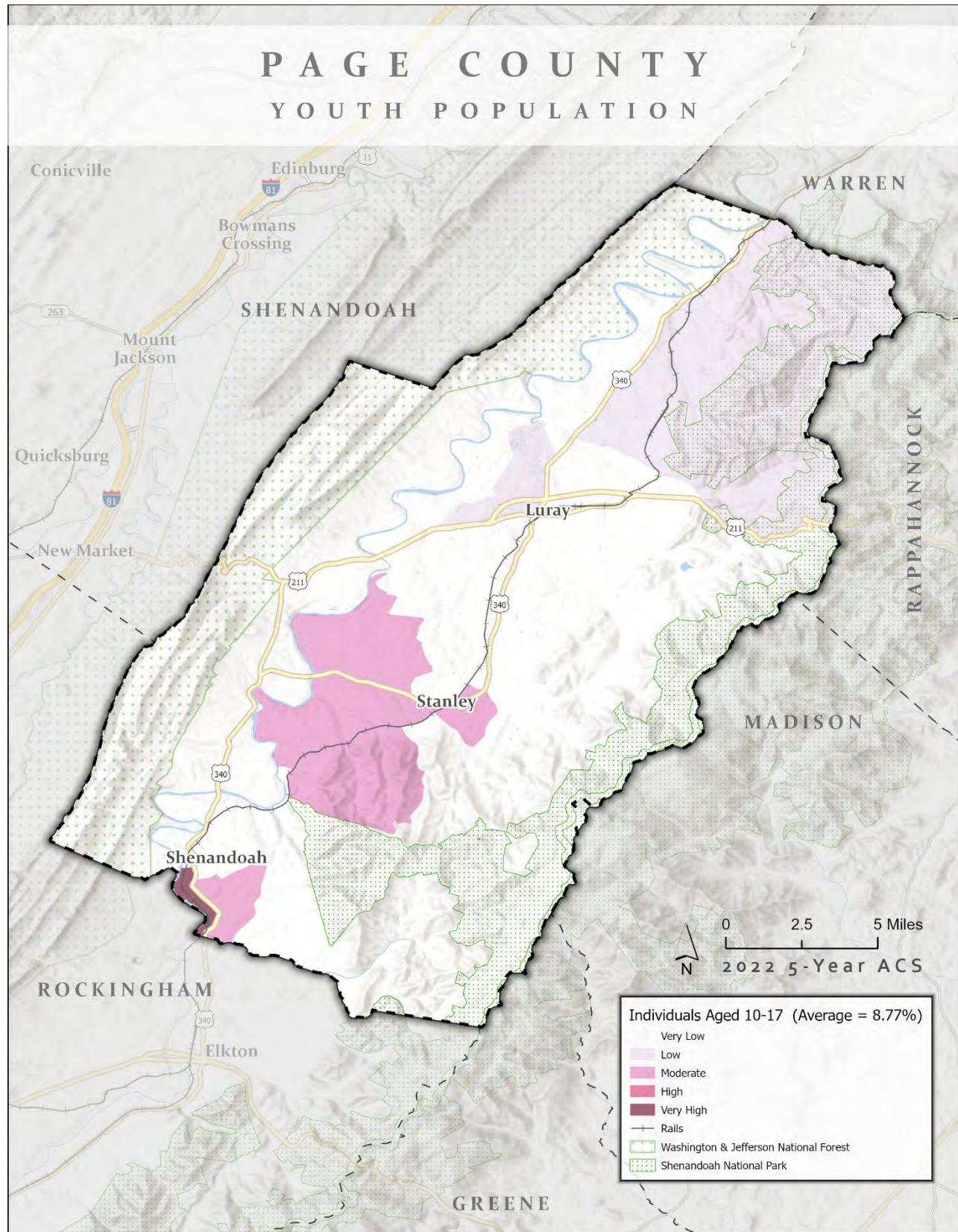
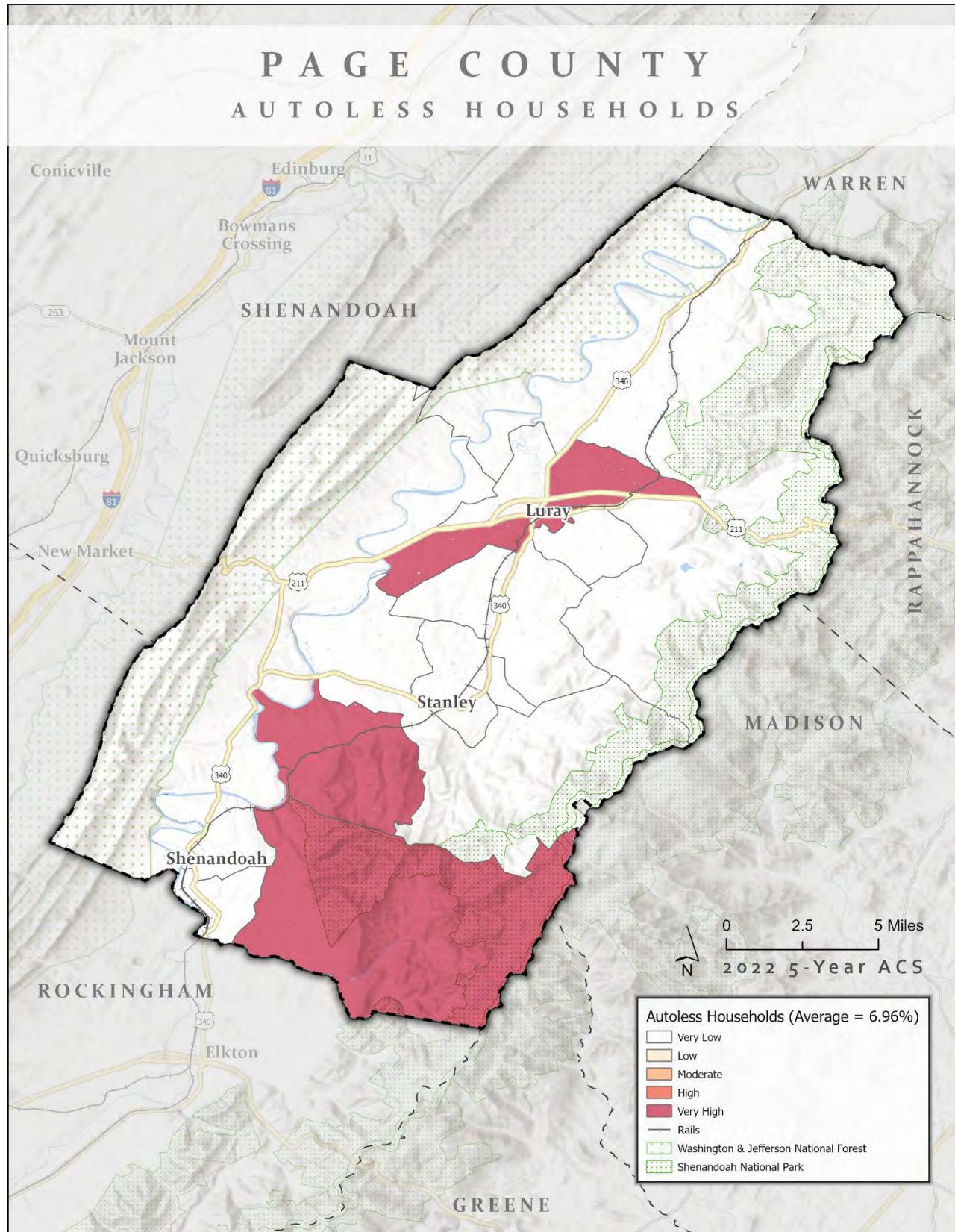
Figure 2-6: Youth Population

Figure 2-7: Autoless Households

Employment Density and Travel Patterns

Employment Density

Employment density is shown as the number of jobs per square mile. Data from the Longitudinal Employment Household Dynamics (LEHD) dataset from 2023 was used for this analysis.

As demonstrated by [Figure 2-8](#), which shows jobs by census block, jobs are concentrated in Luray. Shenandoah and Stanley have more jobs than anywhere outside of the towns, but still significantly fewer jobs than Luray.

Employment Travel Patterns

Another important dataset to look at when planning employment transportation is the LEHD data concerning where people live and work. We used 2022 data to create two maps: one that depicts where people who work in Page County live by Census Tract ([Figure 2-9](#)) and a second that depicts the places of work for Page County residents by Census Tract ([Figure 2-10](#)).

The former shows that nearly all of Page County's workers live in Page County, and the few who do not live in and around the neighboring towns of New Market and Elkton. Meanwhile, the latter shows that, while the majority of residents work in Page County, many commute further. A significant number work in and around Harrisonburg, which is the closest city to Page County. Others work in nearby small towns, including New Market, Elkton, and McGaheysville.

Within the county, both maps appear to show that jobs are relatively evenly distributed. However, the map of job density indicated that this is not the case. The job density map showed that jobs are concentrated in Luray because the data is shown at the block group level. The two maps showing Employment Travel Patterns only have data available at the census tract level, and Luray is split into three different tracts, meaning that those jobs are split into three different census tracts.

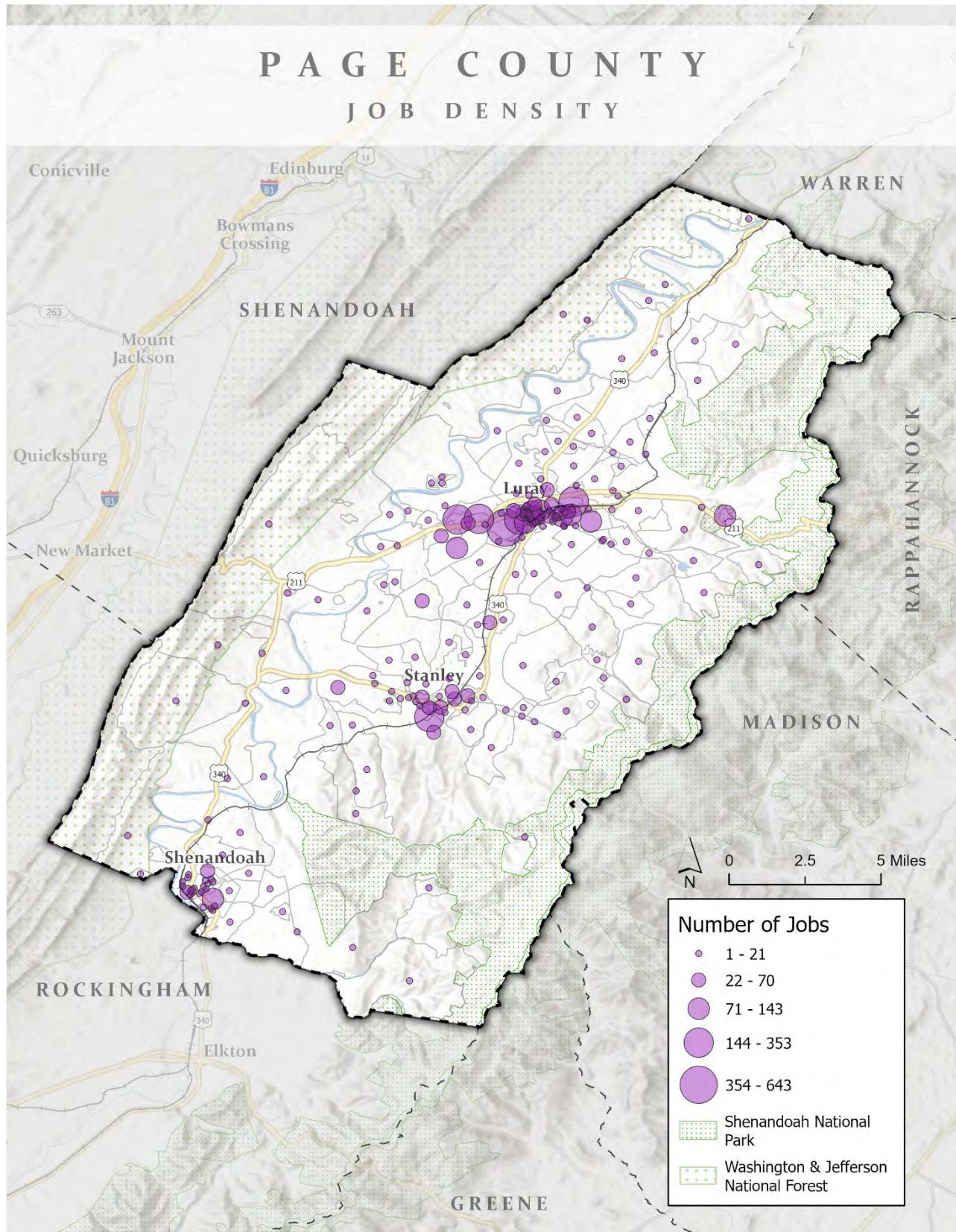
Figure 2-8: Employment Density in the Region

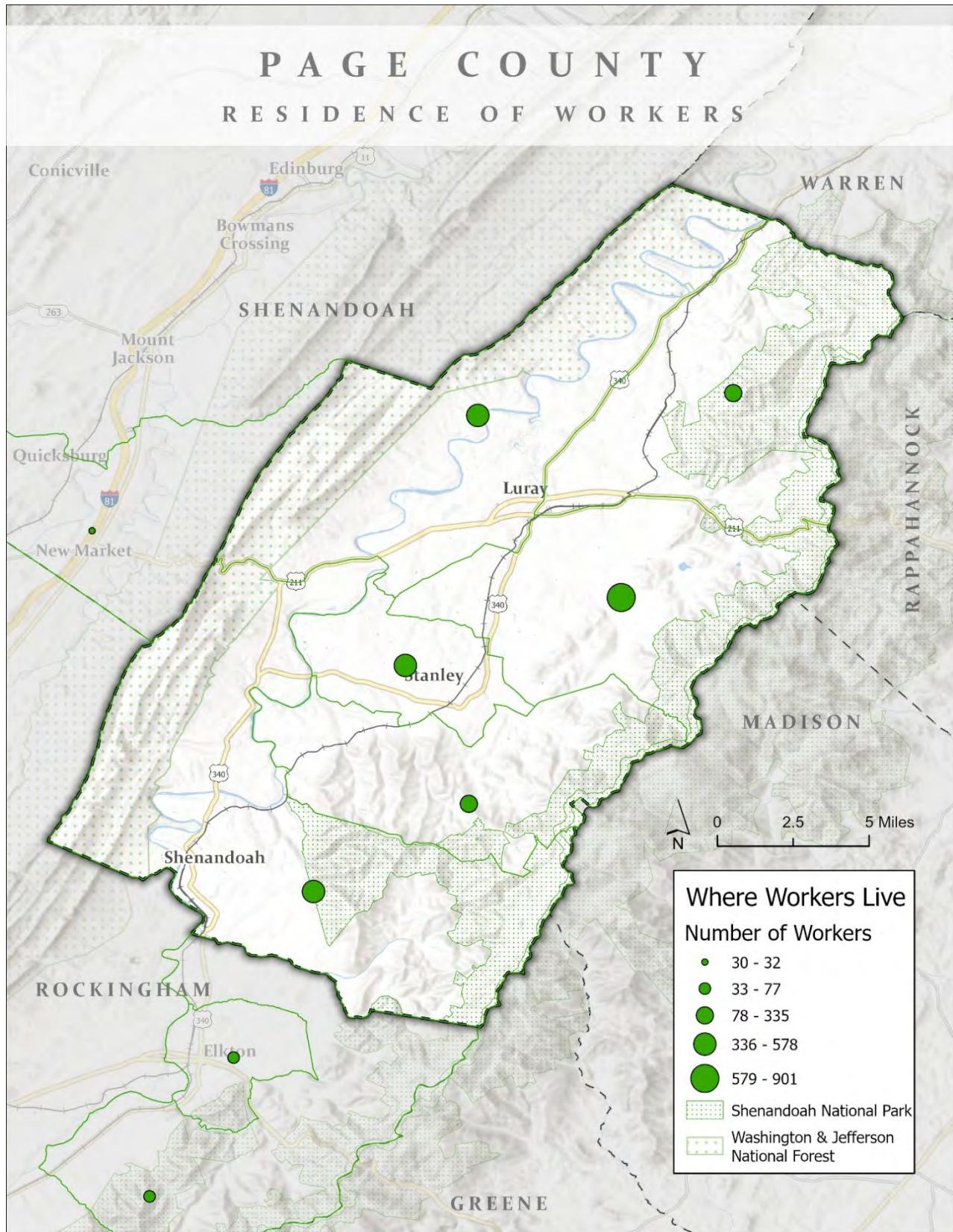
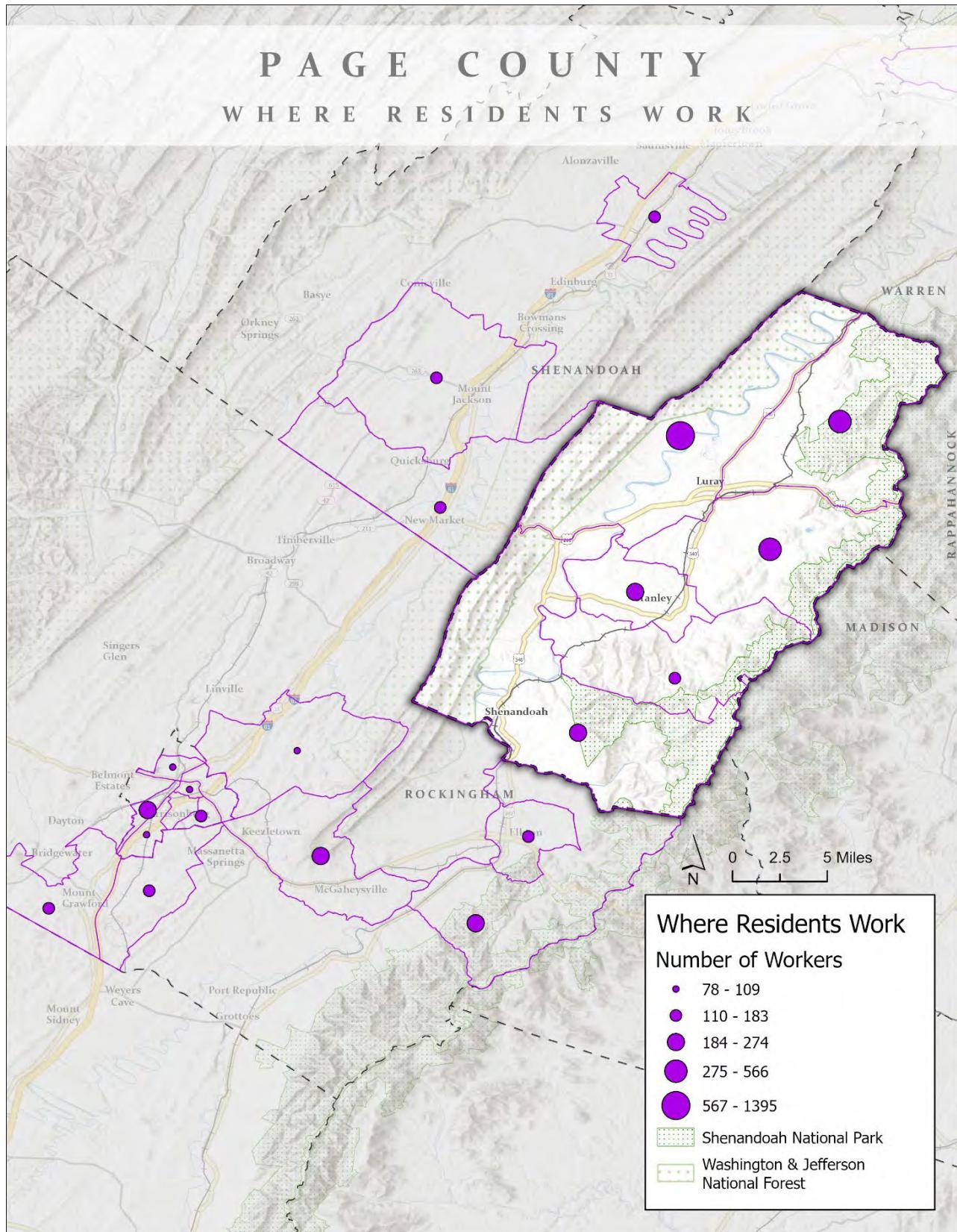
Figure 2-9: Where Workers Live

Figure 2-10: Where Residents Work

Title VI Demographics

As part of the Civil Rights Act of 1964, Title VI prohibits discrimination based on race, color, or national origin in programs and activities receiving federal subsidies. This includes agencies providing federally funded public transportation. Maps showing the low-income (**Figure 2-11**) and minority (**Figure 2-12**) populations within the study area are provided to guide decision-making. Consideration of these maps ensures that areas with an above average percentage of low-income individuals or of racial/ethnic minorities are not disproportionately impacted by any proposed alterations to existing public transportation services.

Page County is not required to evaluate its service and fare changes under Title VI because it does not meet the FTA thresholds regarding UZA population and the number of vehicles operating in peak service.

Low-Income Population

The low-income population represents individuals who earn less than the federal poverty level. The study area average for people living below poverty is 9.9%. This is below the national poverty rate of 12.5%, and about equal to the Virginia poverty rate of 10.0% (2022 ACS 5-Year estimates).

Potential adverse effects of major service changes, and whether the proposed service change would have a disproportionate burden on low-income populations must be considered during the planning process. As the map indicates, areas of poverty are scattered throughout the study area, but include at least parts of all three of the incorporated towns in the county.

Minority Population

Minority population includes persons who self-identify as being one or more of the following ethnic groups: American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, Native Hawaiian or Other Pacific Islander. This includes approximately 36% of the region's population. This compares to a national average of about 42.7% (2020 Census) and a Virginia average of 31.7% (2020 Census). The potential adverse effects of major service changes, and whether the proposed service change would have a disparate impact on minority populations must be considered during the planning process.

As the map in **Figure 2-12** indicates, minority populations are higher in northern portion of the county, including parts of Luray, and in the town of Shenandoah.

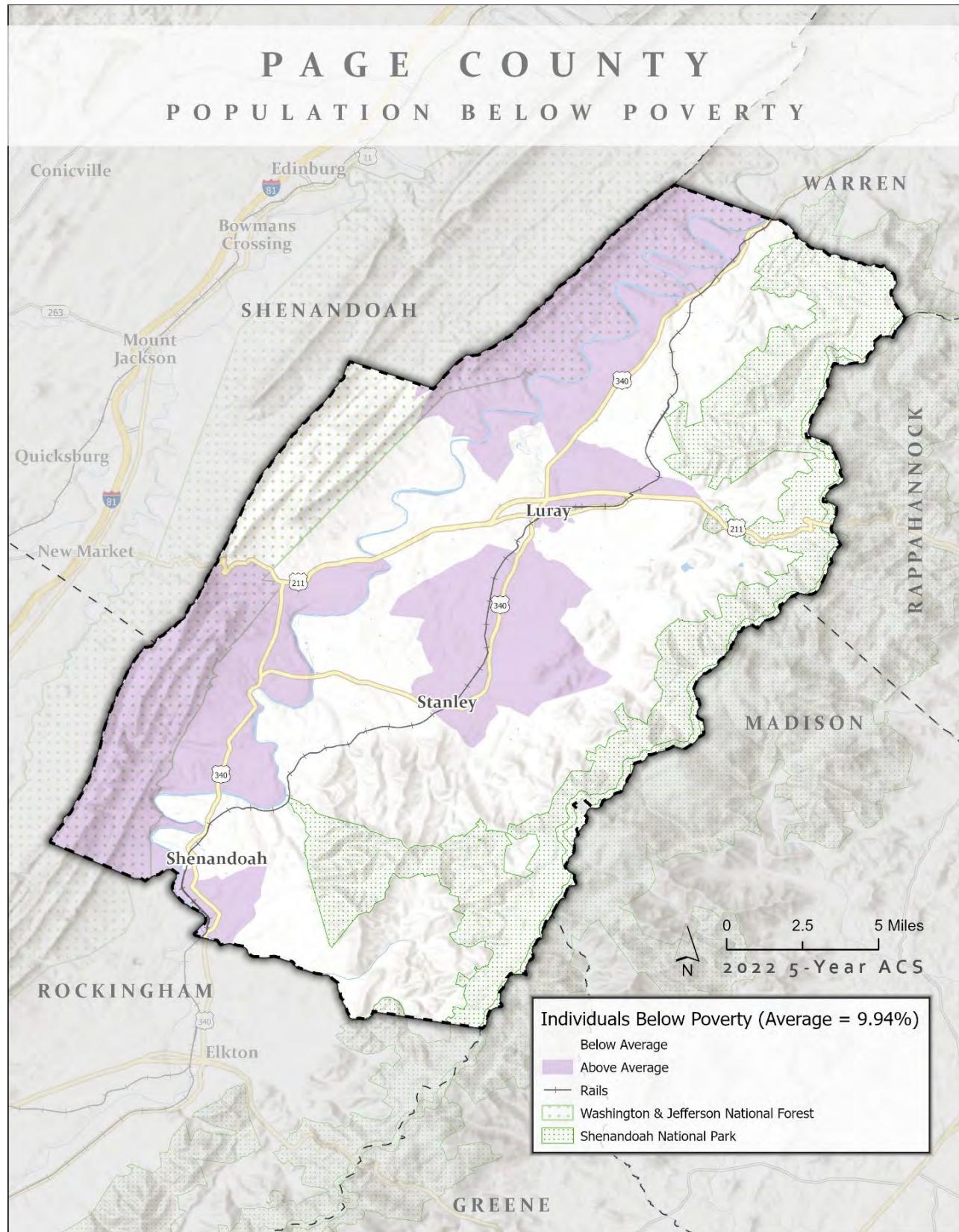
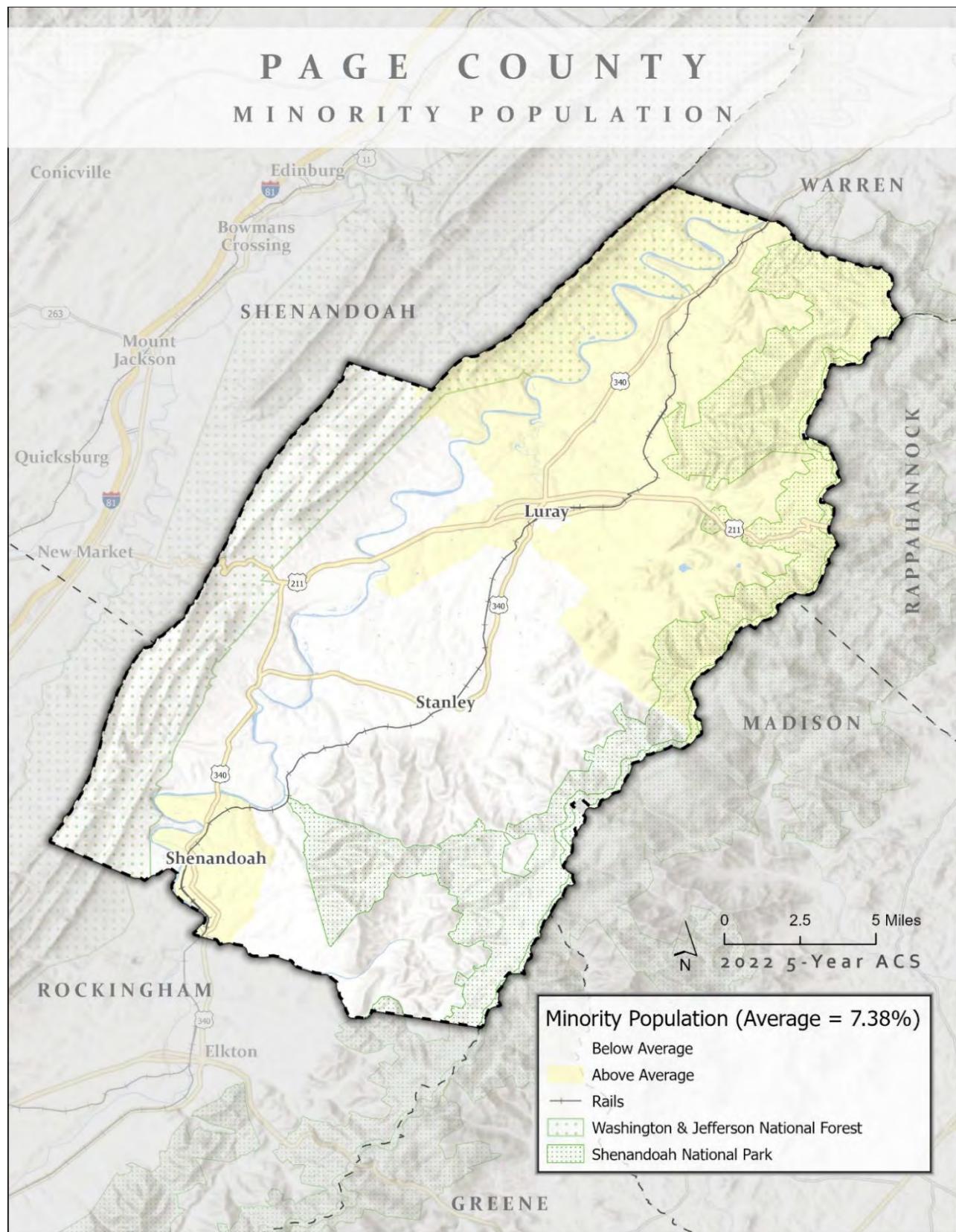
Figure 2-11: Below Poverty Populations

Figure 2-12: Minority Population in the Study Area

Major Trip Generators

Identifying land uses and major trip generators throughout the county provides a clearer understanding of the travel needs and demands of Cecil County residents and Cecil Transit riders. Major trip generators are divided into the following categories and are individually listed in [Appendix D](#).



Multifamily Housing: Residential structures that house more than one unit or family, often on multiple floors or larger tracts of land.



Major Employers: The largest employers in Page County, as defined by the Department of Economic Development, in one or two buildings/campuses.



Medical Facilities: Including hospitals, urgent care, dialysis centers, doctor's offices, and other medical facilities.



Shopping Centers and Grocery Stores: Shopping centers with multiple retail outlets or large grocery stores.

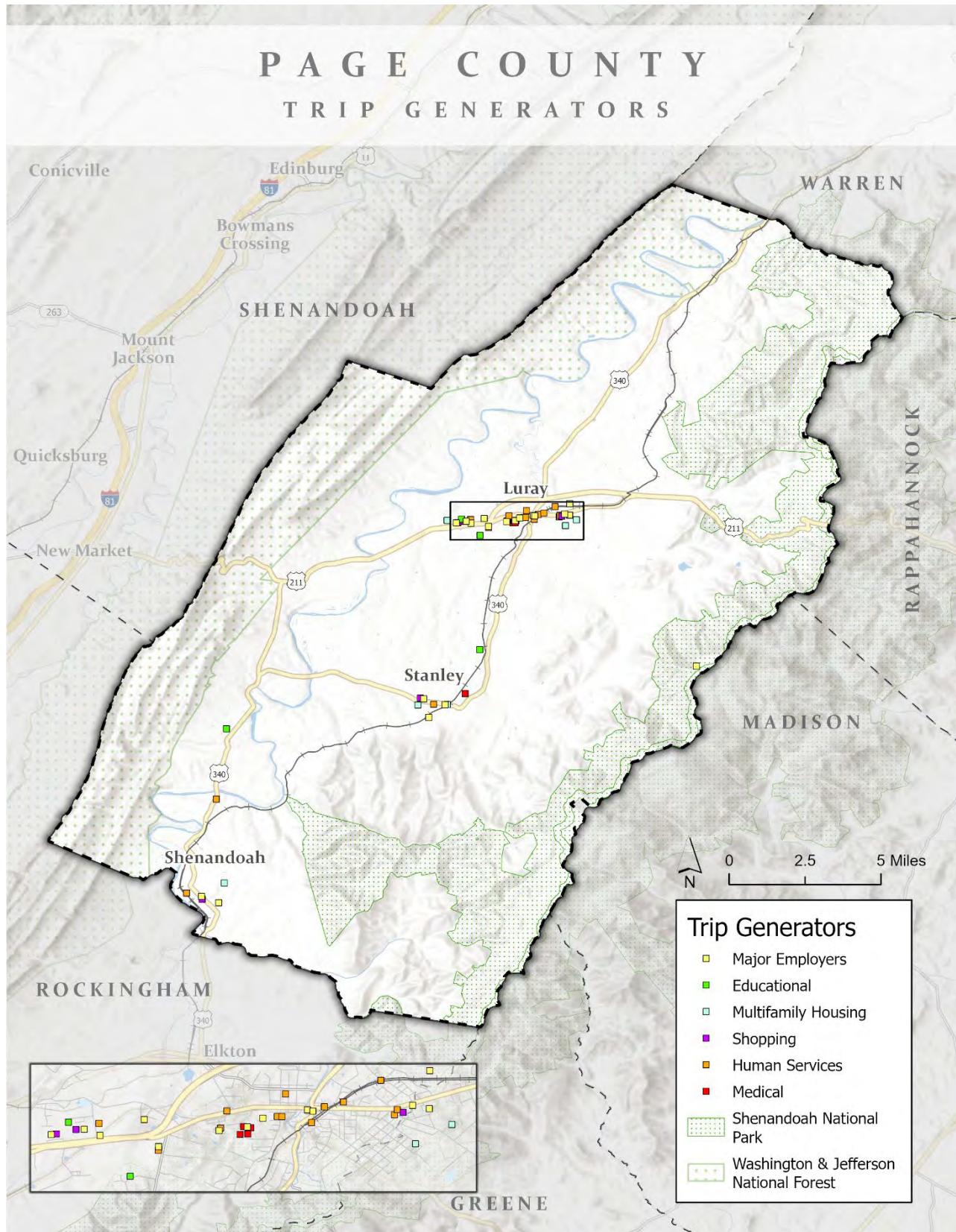


Education Facilities: Higher education, including High Schools and Community Colleges.



Human Service Agencies: Organizations and agencies that provide a variety of services for health, wellness, or social programs. These include libraries, community centers, adult daycare centers, recovery organizations, assisted living facilities, etc.

Trip generators in Page County are heavily concentrated in Luray. A map of them is shown below in [Figure 2-13](#). Stanley is the clear secondary hub, and very few are found in Shenandoah or outside the towns. In Luray, the trip generators line US-211 going east-west through the town, while in Stanley they follow US-340 going north-south. A complete list of trip generators is shown in [Appendix D](#).

Figure 2-13: Trip Generators

Other Plans and Studies

Vision/Goals:	Recommendations:
Page County Comprehensive Plan (2020)	
<ul style="list-style-type: none"> ➤ Protected agricultural lands; ➤ A pristine environment; ➤ Livable, attractive communities; ➤ The preservation of open space; ➤ Quality infrastructure and services; ➤ An accessible transportation network; ➤ Protection of individual rights; and ➤ An enduring inviting, rural character. 	<ul style="list-style-type: none"> ➤ There are 13 goals within the Comprehensive Plan, each with several recommendations. ➤ Goal 11 addresses community facilities and human services and includes 28 specific policies. The following policies are relevant to the development of a public transportation program: <ul style="list-style-type: none"> ○ Encourage public transportation by supporting alternative, efficient means of transportation such as rail, bus, and taxi services. ○ Ensure that transportation planning is coordinated with land use planning. ○ Encourage ride sharing and continue to provide commuter parking lots at strategic locations. ○ Encourage the development and use of a bike-walkway system in the community to support exercise, outdoor recreation, and the conservation of natural resources.
Luray Comprehensive Plan (2019)	
<ul style="list-style-type: none"> ➤ Promote mixed-use development and more housing options. ➤ Encourage targeted growth in specialized cultural and economic districts. ➤ Promote tourism. 	<ul style="list-style-type: none"> ➤ Allow construction of senior communities and apartments. ➤ Encourage use of Ridesmart Carpooling program. ➤ Expand bicycle and pedestrian transportation options. ➤ Create a tourism district.
NSVRC Long-Range Transportation Plan (2011)	
<ul style="list-style-type: none"> ➤ Encourage coordination between land-use and transportation networks. ➤ Provide access to economic opportunities. ➤ Promote alternatives to single-occupant vehicle trips. 	<ul style="list-style-type: none"> ➤ Encourage walking, bicycling, ridesharing, commuter pooling, and public transit, with connections to air and rail services. ➤ Improve road network. ➤ Expand demand-response and specialized public transportation. ➤ Have targeted shuttle service to bring people to job sites. ➤ Expand public transportation services in general.
Stanley Comprehensive Plan (2011)	
<ul style="list-style-type: none"> ➤ Promote economic development, particularly in downtown Stanley. ➤ Develop cultural and recreational opportunities to help retain the town's young people. 	<ul style="list-style-type: none"> ➤ Expand bike and pedestrian options for travel. ➤ Pursue region transit through NSVRC. ➤ Develop a mixed-use downtown with public transit.

Chapter 3

Potential Transit Service Alternatives for Page County

Introduction

The purpose of this chapter is to document a series of potential transit service and organizational options for implementation in Page County. These options are based on the data analysis and opinions collected and analyzed in Chapters 1 and 2. This chapter highlights the service options first, followed by the organizational options. These options were presented to the study committee, as well as to county and town leaders for review and comment. This chapter has been modified from the first version to include more detailed information regarding the local share amounts based on the number of local funding partners.

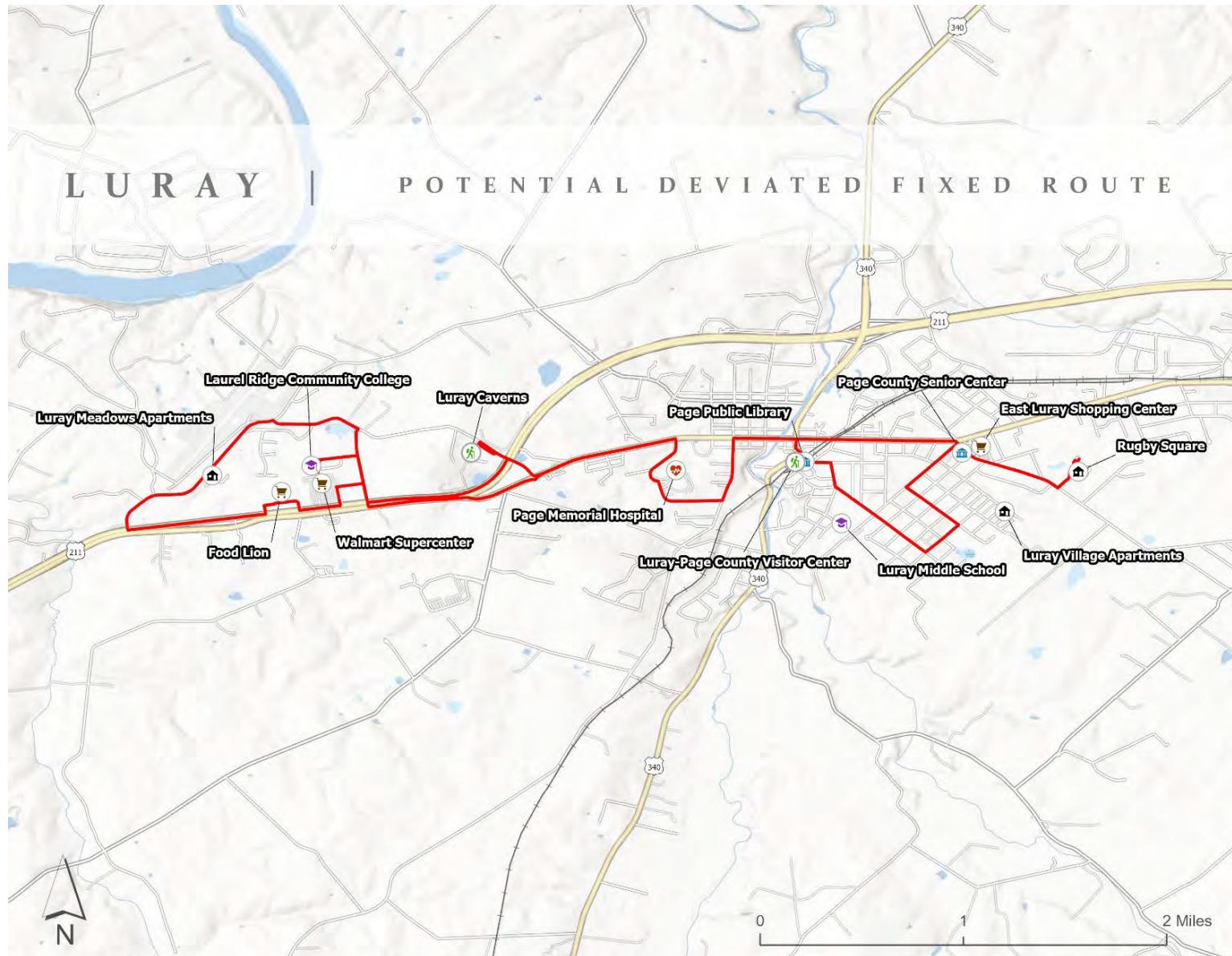
Service Options

Each service option outlined includes a description of the proposed service, followed by an analysis of the advantages and disadvantages, estimated costs, and a ridership estimate. The options represent a starting point for developing a viable public transportation program in Page County. They should be considered as a menu, with the possibility of choosing more than one or adjusting the options based on input from the study committee and local leaders.

Option 1 – Flexible Fixed Route in Luray

While many of the stakeholders indicated that a demand-response service would best meet the needs of a significant number of potential users, the survey showed some interest in connecting housing areas in Luray to shopping and medical destinations. Survey responses indicated a preference for fixed-route service, but a route that can make some deviations is likely to be more practical for Luray. A flexible fixed route for Luray could meet local mobility needs and be included as part of a transit service program. A flexible fixed route has fixed time points at published locations but can deviate to pick up passengers that are slightly off the route. Passengers would need to call ahead for deviations but would not have to call to be picked up at the fixed stops. The transit provider can choose the distance within which deviations are permitted, provided that the deviations are open to any rider and not just those with disabilities. A potential route for consideration is provided in **Figure 3-1**.

Figure 3-1: Luray Flexible Route Option



The proposed route uses the Visitor Center as a starting point, travels east to serve the Page County Library, the middle school, and the multi-family residential areas on the eastern side of Luray. The route also serves the Page County Senior Center and the shopping center on Reservoir Road. After serving this area, the route travels west on Main Street and then turns on S. Court to serve the County Buildings, and then the Hospital area. The route then turns left on W. Main to serve Luray Caverns, then serves Laurel Ridge Community College and the shopping and housing areas on the western side of Luray before returning to the Visitor Center via the hospital. Note that there is already a bus cut-out in front of the Visitor Center. The round-trip distance is 12.2 miles, which fits nicely with a one-hour schedule. It should be noted that this is the first draft of the route and edits are anticipated during the implementation phase, particularly with the routing through the southeast quadrant of the town.



Days and Hours of Service

The proposed days and hours of service to start with are Monday through Friday from 7:00 a.m. to 6:00 p.m. These hours can be modified to better suit demand as warranted during the implementation process. If one vehicle is assigned to the route, the annual revenue hours would be 2,805 (assuming 255 service days).

Estimated Costs

Operating

Virginia Regional Transit (VRT) has estimated the fully allocated operating costs for service in Page County to be \$78 per revenue service hour. This rate equates to an annual operating cost of \$218,790.

Capital

A 12-passenger body-on-chassis lift-equipped small transit vehicle in 2024 was \$127,500. Two vehicles would be needed for service. One to be in operation, and the second as a spare. VRT has indicated that they could likely use a spare from their existing fleet.



There would also be a need for bus stop signs—and eventually shelters—once the basic route pattern is finalized. Bus stop signs are about \$200 per sign, installed. Shelter costs vary considerably depending

upon the location, whether an easement is needed, and the extent to which concrete pads and accessible sidewalks are available for the site.

Ridership Estimate

It is difficult to estimate ridership in a new market for transit services. We can look to similar types of services operating in Virginia to get a better understanding of approximately how many passenger trips are provided per revenue hour, which can give us a reasonable estimate of what to expect for deviated fixed-route service in Luray once the system is mature.

Data on several rural transit programs that operate in towns and small cities in Virginia collected from the Virginia Department of Rail and Public Transportation (DRPT) and VRT are provided in **Table 3-1**.

Table 3-1: FY2024 Operating Data from Selected Virginia Transit Programs

Transit Program	Population Estimate, July 2023	Revenue Hours	Passenger Trips	Trips/Rev. Hour	Mode
Town of Altavista	3,331	3,004	15,318	5.1	Deviated Fixed-Route
Graham Transit (Town of Bluefield)	4,906	8,168	33,235	4.1	Deviated Fixed-Route
Town of Orange Trolley	5,158	2,908	16,865	5.8	Deviated Fixed-Route
Greenville-Emporia Transit	5,612	3,078	11,791	3.8	Fixed-Route

(1) THE POPULATION ESTIMATE FOR EMPORIA IS FROM JULY 2024.

POPULATION SOURCE: WELDON COOPER CENTER FOR PUBLIC SERVICE, THE UNIVERSITY OF VIRGINIA.

Based on the peer data, it is estimated that a flexible circulator route for the Town of Luray could produce between four and five trips per revenue hour, for a total annual ridership of between 11,220 and 14,025. These estimates are for a mature system, with lower ridership expected for the first two years or so.

Advantages and Disadvantages

A flexible route for the Town of Luray would meet many of the currently unmet transit needs for Luray residents, and the Town of Luray has the largest concentration of people in Page County. A flexible route service also does not require the rider to call ahead, which allows for spontaneous trips. This type of service could serve as a starting point for re-introducing transit services in the County; however, implementing *only* this option would not serve the outlying areas nor the Towns of Stanley and Shenandoah.

Option 2 – Demand-Response Service

Most of Page County is very rural and lends itself more to a demand-response transit service program. We heard from several stakeholders that there is a need for a demand-response service to provide mobility for residents in the outlying areas of Page County.

To access this service, riders would call ahead to arrange these rides. Most demand-response rural transit programs accommodate trips that are scheduled up until noon the day before the desired trip, but this varies based on the level of ridership and the resources available to the agency. This type of program could also have a “subscription” or standing order component, which is characterized by riders who travel to the same destination multiple times per week (such as for work, medical treatments, or senior nutrition programs). This type of service currently is available on a limited basis for seniors and people with disabilities through the Seniors First Welltran program.

There are several service strategies that can be used to channel demand for rural demand-response services, depending upon the available resources. Some agencies serve particular geographic areas on specific days of the week to maximize efficiency.

A microtransit element could also be added to a demand-response program, if desired. Microtransit is true “demand-response” service, whereby a rider uses an application on a smart phone or computer to schedule a ride in real time, like Uber or Lyft. For public transit agencies, riders can also schedule a ride via the telephone. There are three primary differences between typical demand response and microtransit. These are:

1. Typical demand-response services require that a rider calls to schedule their trip in advance. Some agencies allow same day trip requests if they can accommodate them on the schedule. Microtransit services are scheduled on demand.
2. Microtransit services are usually available only in rather compact geo-fenced areas. This is done so that the transit provider can keep up with the demands of real-time, on demand requests.
3. Microtransit services require the use of specialized software to schedule the trips in real time. Note that more and more transit software vendors have this technology available as an additional feature to transit scheduling software.

Days and Hours of Service

The proposed days and hours of service for a demand-response program are Monday through Friday, from 7:00 a.m. to 5:00 p.m. If one vehicle is used for the program, the total annual vehicle revenue hours would be 2,550 annually. If two vehicles were in operation, the total annual hours would be 5,100. Note that the days of the week and span of service that are described above can be altered to better fit demand and/or budget constraints.

For reference, the WellTran program operated by Seniors First currently utilizes two vehicles for Page County, one of which is usually dedicated to providing trips for dialysis patients. WellTran staff reported that their vehicles are usually booked a few weeks in advance.

Estimated Costs

Operating

VRT has estimated the fully allocated operating costs for service in Page County to be \$78 per revenue service hour. This rate equates to an annual operating cost that ranges from \$198,900 for one vehicle to \$397,800 for two vehicles.

Capital

An ADA accessible Chrysler Voyager van is the vehicle of choice currently for the rural demand response programs operated by VRT. These vehicles cost \$77,000 during this past year. If two vehicles were purchased the cost would be \$154,000. A third vehicle may be required as a spare, depending upon the full menu of alternatives chosen.

Ridership Estimate

Productivity on demand-response services is typically lower than that of deviated fixed-route or fixed-route service, as the ridership potential is limited by the dispersed nature of the origins and destinations. If the service could generate between 1.5 and 2 trips per revenue hour, the annual ridership would range between 3,825 to 5,100 annual passenger trips (for a one vehicle system operating during the hours described above) to 7,650 to 10,200 annual passenger trips for a two-vehicle system.



Advantages and Disadvantages

Demand-response services provide a high level of service but are more expensive on a per-trip basis, as not as many riders can be accommodated during each revenue hour. However, this service mode is geographically flexible and could potentially provide some level of service to the entire county. It is efficient in the sense that if no one calls for service, a vehicle trip is not wasted, which can sometimes be the case for fixed services. This service mode requires that people call ahead for service, which limits riders' flexibility regarding spontaneous trips and may be a barrier for some riders. Microtransit could mitigate this to a certain extent. Several stakeholders indicated that demand response service would be the appropriate mode for Page County, given that there are several areas of Page County that are remote and removed from the US 340/US 211 corridors.

Potential Funding Sources

Demonstration Grant

DRPT offers a demonstration grant program, which may be a good way to test the service to see how it performs. The demonstration grant will fund up to 80% of the eligible expenses, which include: administrative costs; operating costs; and capital costs. The grant guidance indicates that the purchase of rolling stock is not usually funded. Leasing of rolling stock is recommended for demonstration projects and is an eligible expense. It should be noted that there needs to be a plan in place to fund the project once the demonstration period is over. The demonstration period can be up to three years. Demonstration grants use state funds rather than federal funds.

Operating – Federal Section 5311 and State Operating Assistance

There are federal and state funding programs that could potentially be accessed to help offset the cost of providing public transit service in Page County. The Federal Transit Administration's (FTA's) Section 5311 program, administered through DRPT, is used for rural public transportation and could fund up to 50% of the net operating deficit (this is the total operating costs minus revenue earned through fares or advertising). DRPT has recently provided state operating assistance grants, in addition to the federal funds, that equate to about 18 - 23% of the net deficit.

Capital – Federal and State Capital Assistance

Funding for vehicle capital assistance for DRPT grantees is typically as follows: 80% federal; 16% state; four percent local. The federal portion of capital projects for rural transit providers in Virginia is usually provided through FTA's Section 5311 (rural area funding).

Local

The ability and willingness of local funding partners will shape the direction of the service alternatives chosen. Local funds can come from local governments, from private businesses, from philanthropic organizations and foundations, and from other community partners such as hospitals. Revenue for the program can be provided through the farebox, contracts for service, and through advertising. ***Building a coalition of local funding partners is an effective way to minimize the cost to any one particular partner.*** This has been the case in Shenandoah County, where there are seven local funding partners.

Potential Funding Scenarios

To get a better understanding of how much local funding would be needed for various scenarios, we have constructed tables showing potential funding scenarios under the State Demonstration program, which could fund the program for up to three years, and the rural Section 5311 program, which could potentially provide ongoing support after the end of the demonstration program. It should be noted that there is no guarantee of federal and state funding, but this is how programs like the options described for Page County are currently funded in Virginia.

State Demonstration Program

The estimated financial details using DRPT's State Demonstration Program are highlighted in **Table 3-2** below. Note that for the demonstration program we have included the vehicles as part of the operating budget. This assumes that the contractor would supply the vehicles and pass along the cost through the contract. The contractor could use vehicles that they already own or could purchase/lease new vehicles for the program. As discussed above, rolling stock is not usually funded through the demonstration program.

Table 3-2: State Demonstration Program – Estimated Financial Details for Various Scenarios

Service Scenario	Operating Expense	Vehicle Expense	Total Expense	Fares	Net Deficit	State Demonstration	Local
Luray Circulator	\$218,790	\$56,100	\$274,890	\$8,752	\$266,138	\$212,911	\$53,228
Demand Response - 1 vehicles	\$198,900	\$25,500	\$224,400	\$7,956	\$216,444	\$173,155	\$43,289
Demand Response - 2 vehicles	\$397,800	\$51,000	\$448,800	\$15,912	\$432,888	\$346,310	\$86,578
Packages:							
Circulator and 1 DR vehicle	\$417,690	\$81,600	\$499,290	\$16,708	\$482,582	\$386,066	\$96,516
Circulator and 2 DR vehicles	\$616,590	\$107,100	\$723,690	\$24,664	\$699,026	\$559,221	\$139,805

Section 5311 Rural Program

The estimated operating and capital financial details for the various scenarios using the Section 5311 Rural Program are provided in **Tables 3-3** and **3-4**.

Table 3-3: Rural Section 5311 Program - Estimated Financial Details for Various Scenarios – Funds for Operating

Service Scenario	Annual Operating Cost	Fares/ Other	Net Deficit	Federal	State	Local
Luray Circulator	\$218,790	\$8,752	\$210,038	\$105,019	\$42,008	\$63,012
Demand Response - 1 vehicles	\$198,900	\$7,956	\$190,944	\$95,472	\$38,189	\$57,283
Demand Response - 2 vehicles	\$397,800	\$15,912	\$381,888	\$190,944	\$76,378	\$114,566
Packages:						
Circulator and 1 DR vehicle	\$417,690	\$16,708	\$400,982	\$200,491	\$80,196	\$120,295
Circulator and 2 DR vehicles	\$616,590	\$24,664	\$591,926	\$295,963	\$118,385	\$177,578

Table 3-4: Rural Section 5311 Program - Estimated Financial Details for Various Scenarios – Funds for Capital

Capital Item	Cost	Federal	State	Local
2 BOC vehicles	\$255,000	\$204,000	\$40,800	\$10,200
2 ADA vans	\$154,000	\$123,200	\$24,640	\$6,160
Bus Stop Signs - 15	\$3,000	\$2,400	\$480	\$120
Shelters - TBD				

Local Match Scenarios

A key factor in implementing transit services for Page County will be to develop partnerships among local agencies to help fund the local match for the on-going operation of the service. The potential local match scenarios for two through five potential partnerships are provided for the State Demonstration Program in **Table 3-5**. Note that this table assumes an equal split, but other splits may also be appropriate. For example, in Shenandoah County the local match split for the service is paid for as follows: 50% by the county, and the remaining 50% split among the towns served, with the amounts determined by population. **Table 3-6** provides similar information for the local match scenarios under the rural Section 5311 funding program, which would be the long-term financing mechanism to access on-going funding for rural public transportation.

Table 3-5: Local Match Scenarios – Demonstration Program

Service Scenario	Local Total Annually	Per Partner 2 partners	Per Partner 3 partners	Per Partner 4 partners	Per Partner 5 partners
Luray Circulator	\$53,228	\$26,614	\$17,743	\$13,307	\$10,646
Demand Response 1 vehicle	\$43,289	\$21,644	\$14,430	\$10,822	\$8,658
Demand Response 2 vehicles	\$86,578	\$43,289	\$28,859	\$21,644	\$17,316
Packages:					
Circulator and 1 DR vehicle	\$96,516	\$48,258	\$32,172	\$24,129	\$19,303
Circulator and 2 DR vehicles	\$139,805	\$69,903	\$46,602	\$34,951	\$27,961

Table 3-6: Local Match Scenarios – Rural Section 5311 Program

Service Scenario	Local Total Annually	Per Partner 2 partners	Per Partner 3 partners	Per Partner 4 partners	Per Partner 5 partners
Luray Circulator	\$63,012	\$31,506	\$21,004	\$15,753	\$12,602
Demand Response 1 vehicle	\$57,283	\$28,642	\$19,094	\$14,321	\$11,457
Demand Response 2 vehicles	\$114,566	\$57,283	\$38,189	\$28,642	\$22,913
Packages:					
Circulator and 1 DR vehicle	\$120,295	\$60,147	\$40,098	\$30,074	\$24,059
Circulator and 2 DR vehicles	\$177,578	\$88,789	\$59,193	\$44,394	\$35,516

Organizational Options

Organizational options refer to ways in which public transportation could be administered and managed. For most feasibility studies, we outline a series of options, as there is not typically a straightforward model. In Page County, Virginia Regional Transit—in partnership with the county—is leading the study process and has been involved in community discussions regarding the need for public transit in the county for some time. VRT has two divisions within its structure – one is a private, non-profit that is eligible to apply for grants directly from DRPT for services provided in rural areas like Page County. This is not permitted for urban areas, as grant recipients of urbanized area funding are required to be governmental entities. VRT also has a contracting side that operates service under contract to local governments and other entities that may require transit services. In those cases, the local governments typically handle the grant administration function and oversee VRT as a contractor.

While the study process thus far has assumed that VRT would take the lead in administering and operating the program, we have provided some analysis that considers Page County as the grant administrator.

County as Grant Administrator

For transit services in Page County, grant administration could be conducted by the county, with the operation of service contracted to a private for-profit or private non-profit entity. The county could also operate the service directly, though this concept has not been discussed thus far within the study process. Funding agreements among local participating jurisdictions will need to be developed for the required local match, assuming federal and state funds are available.

Advantages and Disadvantages

The advantages of having the county serve as the grant administrator are as follows:

- The Page County government already provides public service for its residents and has the necessary systems in place to administer the program.
- Page County has financial reserves so that cash flow would not be an issue for the program. FTA grants operate on a reimbursement basis meaning that expenses must be incurred prior to receiving funds.
- The county would have direct control of the program and could expand or contract it based on the wishes of county leaders and residents.
- County administration of the program would show a commitment to the program.

The disadvantages are:

- It would require a staff increase for the county or require that existing staff be responsible for more duties. This may be seen as a disadvantage.
- It is sometimes hard for counties to justify administering a program that may not benefit all residents.
- The county is not familiar with all the detailed compliance requirements that are associated with accepting DRPT/FTA grant funding.

VRT as Grant Administrator

Grant administration and service operation could also be conducted by an existing private non-profit transportation provider, such as Virginia Regional Transit. As with the prior model, funding agreements among local participating jurisdictions will need to be developed for the required local match, assuming federal and state funds are available.

Advantages and Disadvantages

The advantages of having VRT serve as the grant administrator are as follows:

- VRT has extensive experience managing DPRT and FTA grants and fills this role in several Virginia localities, including neighboring Shenandoah County.
- There would be some economies of scale, as VRT has the administrative infrastructure in place to fulfill this role.
- VRT was the grant administrator and operator for the Page County service that last operated in 2010.
- The County would not have to add staff or add responsibilities to existing staff to handle the program.
- VRT would take on the financial risk – this is an advantage for the County, but not for VRT.

The disadvantages of having VRT serve as the grant administrator are:

- The county would not have direct control of the program.
- The county may not seem as invested in the program, though a funding commitment would show investment.

Analysis

The data collected and analyzed within the first two chapters showed that there is a need for a public transportation program in Page County. A survey of 803 Page County residents indicated that 88% of the survey participants supported the concept of developing a public transportation program for the county. The feasibility of a public transportation service hinges on two primary factors:

1. The development of a service design that meets the needs of Page County residents who need greater mobility; and
2. The ability to fund the service.

The purpose of the study and the alternatives that have been developed aim to address both factors. The challenge will be to choose the right combination of services that both meet the needs and are financially sustainable.

Next Steps

It should be noted that the alternatives developed within this chapter served as a starting point for the Plan (Chapter 4). These alternatives were presented to the study committee on June 12, 2025. A follow-up presentation to a joint meeting of Page County and the Towns of Luray, Shenandoah, and Stanley was made on June 18, 2025. The study committee met in July 2025 and chose the alternatives that are highlighted in Chapter 4.

Chapter 4

Transit Plan for Page County

Introduction

After review and discussion of the service alternatives presented in Chapter 3, study committee members have chosen to continue the process of developing a public transportation program for Page County. The need for public transportation was confirmed through a public survey, as well as through outreach to local human services agencies and community organizations. In addition, Page County's Comprehensive Plan (2020) is supportive of the development of a public transportation program.

The recommended plan for the implementation of a public transportation program in Page County is detailed in this chapter. Both organizational and service details are outlined to the extent that the information is currently known.

Organizational Plan

Virginia Regional Transit (VRT), if supported by partnerships with Page County, local municipalities, Valley Health, and potentially additional partners, will apply for grant funding from the Virginia Department of Rail and Public Transportation (DRPT) to implement public transportation in Page County. VRT's private, non-profit side is eligible to receive funding assistance from the Federal Transit Administration (FTA) and DRPT.

The initial grant application will be for DRPT's Demonstration Assistance Program, which funds projects using state funds for up to 80% of the net operating expenses for up to three years. If the program is successful during this period, VRT will then apply for ongoing assistance through DRPT's MERIT program, which funds operating assistance at up to 50% of the net operating deficit (federal) and up to another 20% to 30% using state funds. Capital is funded up to 80% federal, and 16% state matching funds. More details regarding the financial aspect of the program are provided on page 4-8.

If VRT and its local partners are successful in securing grant funding and local matching funds, VRT will administer and operate the program in Page County, using a service model that is similar to programs that it operates in Shenandoah County, and in several other Virginia jurisdictions.

Advisory Committee

It is proposed that the current Page County Public Transportation Feasibility Study Committee, which has provided guidance for this public transportation feasibility study, remain in place and transition to an advisory committee for the transit program. A transit advisory committee is typically comprised of system stakeholders and serves to provide input to the transit program. Meeting schedules range from monthly to quarterly, depending upon the needs of the system.

Service Plan

The initial transit service plan for Page County includes two components:

1. A flexible fixed route in the Luray area
2. A demand-response service for other areas of Page County.

These proposed services are described below.

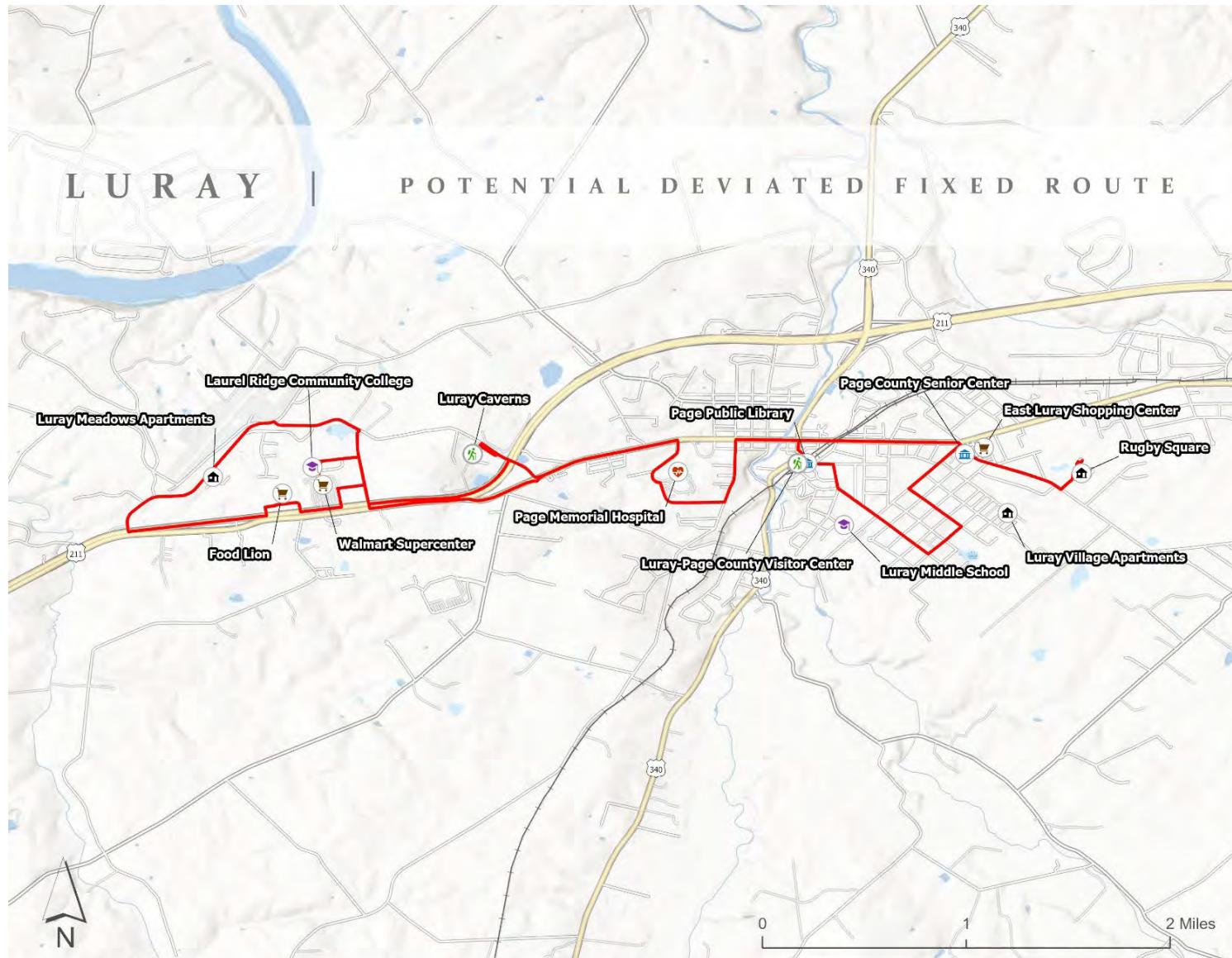
Flexible Fixed Route in Luray

While many of the stakeholders indicated that a demand-response service would best meet the needs of a significant number of potential users, the survey showed some interest in connecting housing areas in Luray to shopping and medical destinations. Survey responses indicated a preference for fixed-route service, but a route that can make some deviations is likely to be more practical for Luray. A flexible fixed route for Luray could meet local mobility needs and be included as part of a transit service program. A flexible fixed route has fixed time points at published locations but can deviate to pick up passengers that are slightly off the route. Passengers would need to call ahead for deviations but would not have to call to be picked up at the fixed stops. The transit provider can choose the distance within which deviations are permitted, provided that the deviations are open to any rider and not just those with disabilities. A potential route for consideration is provided in **Figure 4-1**.



The proposed route uses the Visitor Center as a starting point, travels east to serve the Page County Library, the middle school, and the multi-family residential areas on the eastern side of Luray. The route also serves the Page County Senior Center and the shopping center on Reservoir Road. After serving this area, the route travels west on Main Street and then turns on S. Court to serve the County Buildings, and then the Valley Health Page Memorial Hospital area. The route then turns left on W. Main to serve Luray Caverns, then serves Laurel Ridge Community College and the shopping and housing areas on the western side of Luray before returning to the Visitor Center via the hospital. Note that there is already a bus cut-out in front of the Visitor Center. The round-trip distance is 12.2 miles, which fits nicely with a one-hour schedule. It should be noted that this is the first draft of the route and edits are anticipated, particularly with the routing through the southeast quadrant of the town.

Figure 4-1: Luray Flexible Route Option



Days and Hours of Service

The proposed days and hours of service to start with are Monday through Friday from 7:00 a.m. to 6:00 p.m. These hours can be modified to better suit demand as warranted once the service is established. If one vehicle is assigned to the route, the annual revenue hours would be 2,805 (assuming 255 service days).

Frequency

The proposed frequency of service is one hour. The draft route should have enough time to complete its round trip within an hour. It can be adjusted during the implementation phase if the route is too long to be accomplished within an hour, including some recovery time for the driver.

Fares

The proposed fare for the Luray Circulator is \$0.50 per one-way trip. A \$1.00 charge for deviation is also recommended to keep these to a reasonable number.

Targeted Riders

The Luray Circulator will be open to the public, including all segments of the local community. The draft route serves several housing areas that are home to people who are likely to need transit services, as well as the major transit destinations (shopping, medical, employment, and government services) in the Luray area.

Estimated Ridership

It is difficult to estimate ridership in a new market for transit services. We can look to similar types of services operating in Virginia to get a better understanding of approximately how many passenger trips are provided per revenue hour, which can give us a reasonable estimate of what to expect for deviated fixed-route service in Luray once the system is mature.

Data on several rural transit programs that operate in towns and small cities in Virginia were collected from the Virginia Department of Rail and Public Transportation (DRPT) and VRT and presented in Chapter 3. Based on the performance of the peer programs, it is estimated that a Luray Circulator, once established, will provide between four and five passenger trips per revenue hour, for a total annual ridership of between 11,220 and 14,025.

Vehicle Type

The preferred vehicle type for a small city or town circulator is a wheelchair accessible, small body-on-chassis vehicle, like the one pictured in **Figure 4-2**. There are additional options for these vehicles, including fare boxes, child safety seats, security cameras, and bicycle racks. These options can be specified during the vehicle acquisition process. Bike racks can enhance the geographic coverage of the route by making first-mile, last-mile connections for those who have and are able to ride bicycles.

Figure 4-2: Sample Vehicle – Circulator



Communication System

A communications system will also be necessary for the program. This could be via cellular phone, mobile tablets, and/or a two-way radio communication system.

Shelters and Seating

It is recommended that passenger-waiting shelters with seating be provided at key locations along the route where other shelter is not available. The county and its partners should plan to implement a shelter program over the course of a few years once the route and the associated ridership habits are established. Shelters are not included in the first-year capital budget but should be part of the budget once the route is established.

Bus Stop Signs

During the implementation of the route, the project staff should determine the specific bus stop locations, considering passenger convenience and safety. The route as currently drawn includes 13 bus stops at key origins and destinations but does not identify the minutia of exactly where each sign should be placed. For the purpose of estimating capital costs, we have included 20 bus stop signs.

Demand Response Program

Most of Page County is very rural and lends itself more to a demand-response transit service program. We heard from several stakeholders that there is a need for a demand-response service to provide mobility for residents in the outlying areas of Page County.

To access this service, riders would call ahead to arrange these rides. Most demand-response rural transit programs accommodate trips that are scheduled up until noon the day before the desired trip, but this varies based on the level of ridership and the resources available to the agency. This type of program could also have a “subscription” or standing order component, which is characterized by riders who travel to the same destination multiple times per week (such as for work, medical treatments, or senior nutrition programs). This type of service currently is available on a limited basis for seniors and people with disabilities through the Seniors First Welltran program.

There are several service strategies that can be used to channel demand for rural demand-response services, depending upon the available resources. For example, some agencies serve particular geographic areas on specific days of the week to maximize efficiency.

Days and Hours of Service

The proposed days and hours of service for a demand-response program are Monday through Friday, from 7:00 a.m. to 5:00 p.m. If one vehicle is used for the program, the total annual vehicle revenue hours would be 2,550. Note that the days of the week and span of service that are described above can be altered to better meet demand and/or budget constraints once the service is established.

For reference, the WellTran program operated by Seniors First currently utilizes two vehicles for Page County, one of which is usually dedicated to providing trips for dialysis patients. WellTran staff reported that their vehicles are usually booked a few weeks in advance.

Fares

The fare for the demand-response component of the system is proposed to be \$1.00 per passenger trip, reflecting the higher level of service provided through the demand-response mode.

Targeted Riders

Anyone who needs a ride within Page County and who is not requesting trips within the proposed Luray flexible route area would be able to use the service. Given the modest start-up, using one vehicle, the service will target service to certain areas of the County on particular days of the week.

Estimated Ridership

Productivity on demand-response services is typically lower than that of deviated fixed-route or fixed-route service, as the ridership potential is limited by the dispersed nature of the origins and destinations. If the service could generate between 1.5 and 2 trips per revenue hour, the annual ridership would range between 3,825 to 5,100 annual passenger trips (for a one-vehicle system operating during the hours described above).

Vehicle Type

The preferred vehicle type for a rural demand response program is a wheelchair accessible van or minivan, like the vehicle pictured in **Figure 4-3**. As with the circulator vehicle, there will be a need to consider fareboxes, child seats, security cameras, and communications methods. Bike racks are not typically provided for demand-response vehicles, as they usually take riders to their final destinations.

Figure 4-3: Sample Vehicle, Rural Demand-Response



Financial Plan

Operating Expenses

The operating expenses for this service scenario are based on a fully allocated operating cost of \$78 per vehicle revenue hour. These estimates are based on data provided by Virginia Regional Transit. Given that VRT will be applying to DRPT under the Demonstration Program Grant, the agency will need to solicit guidance from DRPT during the grant application process to determine if the vehicles should be purchased or leased. Leased vehicles typically add between \$7.00 to \$10.00 to the hourly operating cost. We have included the vehicles in the capital budget for this draft. The estimated first year operating expenses are provided in **Table 4-1**.

Table 4-1: Estimated First Year Operating Expenses

Service Scenario	Operating Expenses
Luray Circulator - 1 vehicle	\$218,790
Demand Response - 1 vehicle	\$198,900
Total Annual Operating Expenses	\$417,690

Potential Operating Funding Sources – Demonstration Period

DRPT's Demonstration Program Grant uses state funds to help localities establish new services or try new concepts. The demonstration grant will fund up to 80% of the eligible expenses, which could include: administrative costs; operating costs; and capital costs. The grant guidance indicates that the leasing of rolling stock is recommended for demonstration projects and is an eligible expense. As discussed above, VRT will need to seek guidance regarding lease versus purchase from DRPT at the time of application. It should be noted that there needs to be a plan in place to fund the project once the demonstration period is over. The demonstration period can be up to three years. Demonstration grants use state funds rather than federal funds. The operating funding scenario for the proposed Page County service, using the State Demonstration Program Grant, is shown in **Table 4-2**.

Table 4-2: Funding Scenario using State Demonstration Funding Assistance

Total Annual Operating Expenses	Fare Estimate	Net Deficit	State Demonstration Program (80%)	Local Match Requirement
\$417,690	\$7,500	\$410,190	\$328,152	\$82,038

Local Match

A key factor in implementing transit services for Page County will be to develop partnerships among local agencies to help fund the local match for the on-going operation of the service. The ability and willingness of local funding partners to participate financially in the program will greatly influence its viability. Local funds can come from local governments, from private businesses, from philanthropic organizations and foundations, and from other community partners such as hospitals. Revenue for the program can be provided through the farebox, contracts for service, and through advertising. ***Building a coalition of local funding partners is an effective way to minimize the cost to any one partner.*** This has been the case in Shenandoah County, where there are several local funding partners.

The potential local match scenarios for two through five potential partnerships are provided for the State Demonstration Program in **Table 4-3**. Note that this table assumes an equal split, but other splits may also be appropriate.

Table 4-3: Potential Local Match Operating Funding Scenarios – Demonstration Program

Annual Local Match Requirement	Per Partner, 2 partners	Per Partner, 3 partners	Per Partner, 4 partners	Per Partner, 5 partners
\$82,038	\$41,019	\$27,346	\$20,510	\$16,408

Capital Budget

The start-up capital budget is provided in **Table 4-4**. This budget assumes the vehicles will be purchased under the State Demonstration Program, though as previously mentioned this could change. Additional capital will be needed in the future, including shelters and benches, and periodic vehicle replacements (five to seven years, which will be after the demonstration period).

Table 4-4: Start-Up Capital Budget

Capital Item	Cost	State Demonstration	Local
1 BOC Vehicle	\$127,500	\$102,000	\$25,500
1 D/R van	\$77,000	\$61,600	\$15,400
Bus Stop Signs (20)	\$4,000	\$3,200	\$800
Shelters - TBD			
Total	\$208,500	\$166,800	\$41,700

Local Match for Capital

The local match for capital funding under various partnership scenarios is shown in **Table 4-5**.

Table 4-5: Local Match for Start-Up Capital – Partnership Scenarios

Local Match Requirement	Per Partner, 2 partners	Per Partner, 3 partners	Per Partner, 4 partners	Per Partner, 5 partners
\$41,700	\$20,850	\$13,900	\$10,425	\$8,340

Potential Funding Sources – After Demonstration Period Ends

DRPT's demonstration funding provides a limited source of state funds that are used to help support new programs to see if they are viable. Once a program is established, the ongoing source of funding is typically a blend of federal, state, and local sources. For rural programs, the federal source of funding is the Federal Transit Administration's Formula Grants for Rural Areas, which is codified under 49 U.S.C 5311. The program is commonly referred to as the Section 5311 program and is administered through DRPT.

Section 5311 Rural Program and DRPT MERIT Program

The Section 5311 program is used for rural public transportation operating and capital expenses. For operating expenses, the program will fund up to 50% of the net operating deficit (this is the total operating costs minus revenue earned through fares or advertising). DRPT has recently provided state operating assistance grants, in addition to the federal funds, that equate to about 18 to 23% of the net deficit. Both federal and state funding sources are accessed through DRPT's Making Efficient and Responsible Investments in Transit (MERIT) statewide grants program.

Funding for vehicle capital assistance for DRPT grants is typically as follows: 80% federal; 16% state; four percent local. The federal portion of capital projects for rural transit providers in Virginia has historically been provided through either the Section 5311 program, or through Section 5339, which funds buses and bus facilities in both urban and rural areas. DRPT may be adjusting their funding formula in the future to accommodate growth in the program, which may require a higher local match for capital.

The estimated federal, state, and local match amounts for operating funding under the Section 5311 program for the proposed service scenario are provided in **Table 4-6** and the associated local match scenarios are provided in **Table 4-7**.

Table 4-6: Operating Funding Scenario under the Section 5311 Program

Total Annual Operating Expenses	Fare Estimate	Net Deficit	Federal Share (50%)	State Share (23%)	Local Share
\$417,690	\$7,500	\$410,190	\$205,095	\$94,343	\$110,751

Table 4-7: Potential Local Match Operating Funding Scenarios – Section 5311 Program

Annual Local Match Requirement	Per Partner, 2 partners	Per Partner, 3 partners	Per Partner, 4 partners	Per Partner, 5 partners
\$110,751	\$55,376	\$36,917	\$27,688	\$22,150

The estimated federal, state, and local match amounts for capital funding under the Section 5311 program for the proposed service scenario are provided in **Table 4-8** and the associated local match scenarios are provided in **Table 4-9**.

Table 4-8: Capital Funding Scenario under Section 5311

Capital Item	Cost	Federal	State	Local
1 BOC Vehicle	\$127,500	\$102,000	\$20,400	\$5,100
1 D/R van	\$77,000	\$61,600	\$12,320	\$3,080
Bus Stop Signs (20)	\$4,000	\$3,200	\$640	\$160
Shelters - TBD				
Total	\$208,500	\$166,800	\$33,360	\$8,340

Table 4-9: Potential Local Match Capital Funding Scenarios – Section 5311 Program

Local Match Requirement	Per Partner, 2 partners	Per Partner, 3 partners	Per Partner, 4 partners	Per Partner, 5 partners
\$8,340	\$4,170	\$2,780	\$2,085	\$1,668

Implementation Plan

Consensus Building and Decision-Making

The local Page County Public Transportation Committee will need to use the information provided in this study to build consensus within the community and among local elected officials to commit to providing local match for the implementation of the proposed public transportation program. Local stakeholders will have several months for consensus building, as DRPT grant applications are not due until February 2026 for the fiscal year that starts July 1, 2026 (Fiscal Year 2027). If local decision makers are in support of the proposed program, a grant application can be initiated.

Grant Application

The next step toward implementation is for VRT to apply to DRPT for grant assistance under the State Demonstration Program. The FY2027 grant applications are typically available starting in December and are due to DRPT in early February, with funds available July 1st. When DRPT notifies VRT as to the level of funding available, local stakeholders can then determine whether to proceed with implementation in FY2027, based on local financial constraints.

Proposed local funding amounts are included in the preliminary operating budget, but the funding levels will need to be more specific regarding what amount each entity is committing to prior to the grant application process.

Final Route and Schedule Development

If the proposal is awarded funding, VRT will need to finalize the route and schedule for the flexible fixed route, based on safety and operational constraints, and develop the demand-response policies. When these are finalized, the service can be formally announced and marketed. Discussions with private landowners concerning bus stops and amenities will also be needed, along with specific siting of bus stops.

Deviated Fixed Route Policies – Compliance with the Americans with Disabilities Act (ADA)

During the final development of the route and schedule, VRT will need to set the policies for route deviations and make sure the call-taker is properly trained. The deviation policies will need to address the following:

- The area within which deviations are permitted.
- Policies regarding when the rider will need to be ready and what level of assistance the driver will provide.

These policies will need to follow the Americans with Disabilities Act. There are several community

transportation programs in Virginia that use deviated fixed routes and their policies may provide good examples.

Fares

The proposed fares per one-way trip are \$0.50 for the circulator; \$1.00 for a deviation on the circulator; and \$1.00 for the demand-response program. These are proposed and can be adjusted. Note it may be good to start off fare-free for the first month to introduce the program.

Naming and Marketing

A name, logo and color scheme will need to be developed. Once the system is named, a start-up map, schedule, including information on how to use the demand-response components, can be printed for distribution and web posting. The printed schedules should be distributed to all major origins and destinations along the routes and press releases should be prepared detailing the start of service. A ribbon-cutting should be held to celebrate the start of service and generate additional press about the service.

Data Collection – Ridership and Revenue Reporting Methodology

Public transportation programs that are supported through DRPT are required to document agency policies for collecting, processing, verifying, storing, and reporting ridership and revenue service data. DRPT has endorsed the development of electronic mechanisms to collect, record, and store these data, but recognizes that for small transit programs manual methods of collection, with data entry into a spreadsheet program, may be more feasible for the foreseeable future. Current methods of electronic data collection, via registering fareboxes and/or automatic passenger counters, are too expensive and staff-intensive for many small transit programs.

At a minimum, the following data will be needed:



Vehicle miles – revenue and non-revenue by route/service



Vehicle hours – revenue and non-revenue by route/service



Passenger trips by route/service



Fare revenue by route/service



Expenses by route/service

VRT is familiar with these metrics as well as the DRPT requirements for reporting.

Grant Compliance and Monitoring Activities

Once the program has been implemented, VRT will be responsible for ensuring that the program complies with the grant requirements in a number of areas. These areas include:

- Organizational Management
- Project Management and Grant Administration
- Financial Management
- Asset Management
- Procurement
- Personnel
- Operations and Service
- Planning and Coordination
- Title VI Compliance
- Americans with Disabilities Act (ADA)

Appendix A

Page County Public Transportation Survey



Page County Public Transportation Survey

Virginia Regional Transit, in partnership with the Valley Health Foundation, Page County, the JMU Reach Initiative, Luray Caverns, the Town of Luray, and the Town of Stanley, is studying the feasibility of developing a public transportation program to serve Page County. Please complete the following survey to give your opinion.

1. What is your **primary** mode of transportation to access work, school, shopping, medical appointments, and other life activities?

<input type="checkbox"/> Drive myself	<input type="checkbox"/> Motorcycle/Moped
<input type="checkbox"/> Carpool with others - I am usually the driver	<input type="checkbox"/> Bicycle
<input type="checkbox"/> Carpool with others - I am usually a passenger	<input type="checkbox"/> Walk
<input type="checkbox"/> A friend or family member drives me	<input type="checkbox"/> Seniors First or WellTran
<input type="checkbox"/> Taxi	<input type="checkbox"/> Uber/Lyft
<input type="checkbox"/> Other (<i>please specify</i>): _____	

2. Do you, or others in your home, have problems getting your transportation needs met?

Yes No

3. If yes, what activities are limited for you or others in your home by the lack of transportation options?

Check all that apply.

<input type="checkbox"/> Working or seeking employment	<input type="checkbox"/> Medical or dental appointments
<input type="checkbox"/> Attending school or training	<input type="checkbox"/> Shopping
<input type="checkbox"/> Social or recreational activities	<input type="checkbox"/> Other

4. Are there any reasons why you, or other adults in your home, do not drive or limit the amount they drive?

Yes No If yes, please check all that apply:

<input type="checkbox"/> Do not have a vehicle	<input type="checkbox"/> Do not drive at night
<input type="checkbox"/> Vehicle mechanical difficulties	<input type="checkbox"/> Not licensed to drive
<input type="checkbox"/> Do not drive in poor weather	<input type="checkbox"/> Have a disability and cannot drive



5. Do you think there is a need to develop a public transportation service within Page County, either to help you and your family members or for others in the community?

Yes No

6. If yes, which of the following types of services would be the most useful? Please check all that apply.

- Demand-response service that requires you to call a day ahead and picks you up near your home and brings you to your destination. This service would also bring you back home when you are ready.
- Demand-response service like Uber or Lyft that allows you to use a phone or computer application to schedule a ride when you need it, pending vehicle availability. This type of service would pick you up near your home and bring you to your destination and is termed microtransit. You would log back in to schedule your ride home.
- Deviated fixed route service that follows a base route and schedule, but will deviate up to $\frac{3}{4}$ mile to pick you up if you have called ahead.
- Fixed route service that follows a set route and schedule without deviations and does not require you to call ahead.

7. If yes, do you think public transportation should also be provided to areas outside of Page County?

Yes No If yes, please specify where:

8. Would you or members of your household use public transportation services if they met your needs?

Yes No

9. What fare would you be willing to pay for a one-way public transit trip?

Less than \$1.00 Between \$1.00 and \$2.00 More than \$2.00

10. Please indicate your ZIP Code: _____

11. Please indicate your age category:

0 to 17 18 to 24 25 to 44 45 to 59 60 to 69 70 +

12. Which best describes your current employment status? *You may check more than one.*

Employed Full-Time Employed Part-Time Student
 Homemaker Not Employed Retired

13. What is your total annual household income?

Under \$20,000 \$60,000 - \$79,999 \$20,000-\$39,999
 \$40,000 - \$59,999 Over \$80,000 Do not know

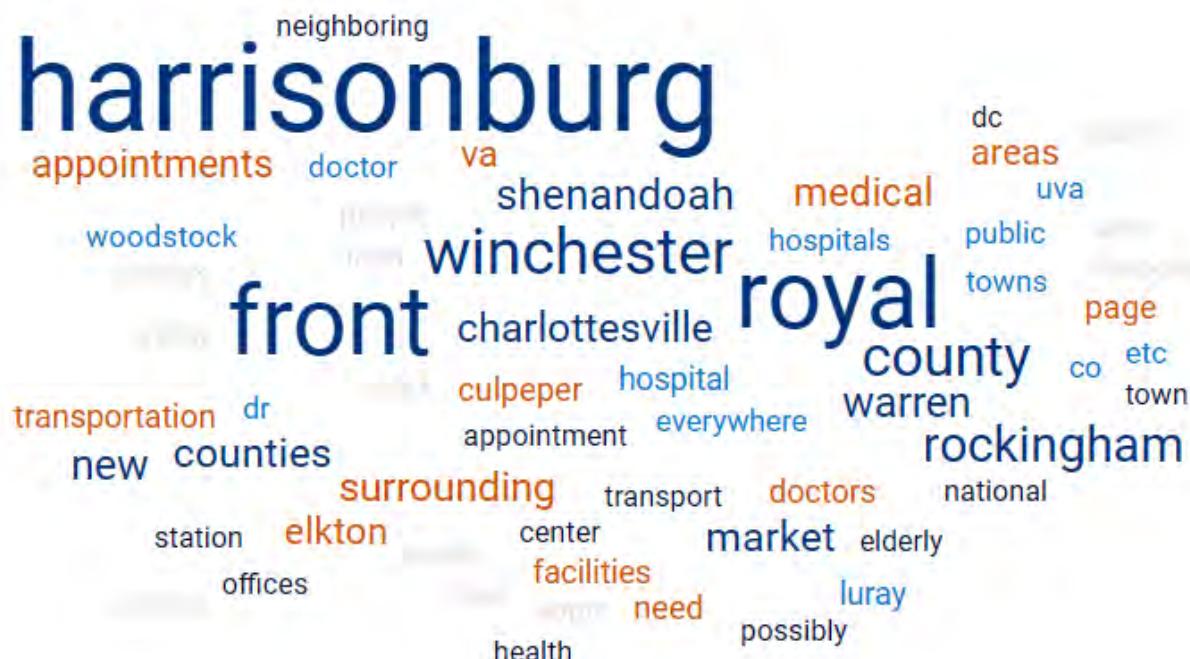
14. Please provide any additional comments you may have concerning the need for public transportation in Page County.

Thank you for taking the time to fill out this survey!

Appendix B

Question 8 Responses

Appendix B: Question 8 Responses



Surrounding Counties, elderly has Dr's appointments, need aide to get to theese, Most care takers, have jobs this service would allow caretaker not to have to miss work for check ups.	Front Royal, Harrisonburg
Surrounding counties	Any adjoining counties where Page County residents may need to go for appointments
Harrisonburg/ Front Royal	winchester, charlottesville
To get to medical appts.: Front Royal, Harrisonburg	Rockingham, Warren and Frederick
Harrisonburg and Winchester, Virginia	Harrisonburg
Harrisonburg	Harrisonburg and Front Royal
Transportation along the valley, such as Elkton to Front Royal	To Harrisonburg to the mall or the medical facilities there
A connected service on 211 to New Marker surrounding counties	Front royal
Demand response for medical appts	Harrisonburg/Rockingham County/Timberville
Harrisonburg/Winchester/Front Royal	Warren
Harrisonburg and Winchester	Harrisonburg and Front Royal
Culpeper	Warren, Shenandoah and Rockingham
	Front Royal

Harrisonburg, Winchester, Front Royal	Surrounding counties primarily for those who need to attend for doctors appointments, and include northern VA and Charlottesville area for those who have medical needs. An additional fee could be charged for a larger trip
Front Royal (30 minute ride)	Major medical facilities
County that needs it	Warren county, Shenandoah county
everywhere	Maybe once a week to Harrisonburg and once a week to front royal. If this is not successful it could always be changed to once a month
To Dr. appt in Harrisburg and Winchester	Harrisonburg
Front Royal	Hollows, Berryville, New Market
Jount counties	Rockingham, Warren, Frederick
Winchester	Surrounding areas
Woodstock, Winchester, Harrisonburg	Inbetween page county and warren county, also inbetween page county and rockingham county
Ft.Royal, H-Burg, Elkton, New Market	Broadway
Harrisonburg , Woodstock	The ones with hospitals and doctors offices that adults use. Medicare only covers, if anything, minimal
Harrisonburg & Charlottesville (healthcare specialists, employment)	Surrounding countries, and maybe Charlottesville if for dr appointment only
Shenandoah County	Front Royal/Harrisonburg
Harrisonburg, front Royal, Waynesboro	To Harrisonburg, front royal, Winchester, ect
Surrounding areas	Front Royal, New Market, Elkton, Harrisonburg
Surrounding countys	Rockingham County and Winchester
Surrounding counties	New Market, Elkton, Front Royal, Harrisonburg
Five miles	Surroundings areas
Harrisonburg and Front Royal	Elkton
Everywhere	Harrisonburg, Front Royal, Winchester
Harrisonburg and Winchester	Harrisonburg and Front Royal
Silver Line	Harrisonburg, Front Royal, Woodstock
Culpeper, Sperryville, Charlottesville, End of Silverline Metro	To harrisonburg
Adjoining counties for doctors	To Harrisonburg, Winchester, and points along the way to each
Winchester, Front Royal, Harrisonburg	Shenandoah, Warren, Rockingham
surrounding counties	Harrisonburg, or Front Royal
medical facilities outside of Page County	Other rural counties
Charlottesville-uva, Harrisonburg-RMH,winchester-medical center, Martinsburg wva- veterans hospital	Surrounding counties such as Rockingham Co. and Shenandoah Co.
Harrisonburg, VA, Elkton, VA, and Front Royal, Va	Shenandoah/Harrisonburg/front royal
Harrisonburg	Harrisonburg Sentara Health, Winchester Hospital and UVA Hospital
Harrisonburg, Front Royal	Harrisburg. New Market. Elkton. Charlottesville
Harrisonburg	Front royal
Everywhere	Warren and Shenandoah counties
Doctor/hospitals in Winchester, Harrisonburg, or Charlottesville	Doctor appointments to other areas
Front Royal and/or Harrisonburg	There is a huge need for transportation in the entire Shenandoah Valley. Especially for the elderly who no longer drive

Harrisonburg	Harrisonburg(retail and higher education), Front Royal(retail and future possible rail), Charlottesville(airport), Culpeper (train station), Weyers Cave(airport), Middletown (high education)
Elkton, Harrisonburg	Harrisonburg, front royal
Neighboring counties	Harrisonburg
New Market. Front Royal.	Medical facilities in Winchester, Harrisonburg and Charlottesville
Where homeless live in peripherals areas in Luray. everywhere needs access to public transit	Winchester Harrisonburg Front Royal Charlottesville UVA medical center appts, Augusta Health medical appts
Transportation for employment, possibly to factories, poultry processing plants, probation meetings, substance abuse /recovery groups , medical appointments. Low cost to provide for anyone / everyone. Also to parks, restaurants, recreation areas , court appointments. This could be a blessing for many in our community	Harrisonburg, Front Royal
Harrisonburg, Front Royal, Charlottesville,	Front Royal, New Market
Front Royal, Harrisonburg	To Elkton and Harrisonburg possibly front royal
Regional destinations: Massanutten Resort, nearest Harrisonburg bus stop to connect transit	Hospitals and medical centers that provide services unavailable in Page County, such as OBGYN. Rec centers with fitness facilities that are unavailable in Page County, such as affordable public indoor pools. Possibly large shopping centers and larger transportation hubs, such as passenger rail terminals, commuter lots, airports, depending on demand and cost.
Winchester. Front royal. Harrisonburg	Harrisonburg, charlottesville
Warrenton, Harrisonburg, Winchester, Charlottesville, Gainsville	Harrisonburg for hospital/medical appointments (mediciad transport has huge lack of follow through) or possible other destinations in Harrisonburg.
Rockingham county	Winchester,Harrisonburg ,UVA..ect
Lots of agencies that are non profit are in other countries. Vec for page is in Winchester city. There are lots of non profits that technically serve page county. Warren county to the dmv.	Rockingham County, non Harrisonburg areas.
Harrisonburg VA	I am on town limits of luray, but I am closer to stanley limits. I am disabled and mh husband is not always in town to help me.
Harrisonburg/Winchester/front royal/Newmarket	Harrisonburg and Winchester
Tourism Destinations like Shenandoah National Park, caverns, medical facilities, etc.	Rockingham, Warren and Fredrick Counties
Winchester	Front Royal, New Market, Harrisonburg
Rockingham county	Harrisonburg
Harrisonburg, Winchester for medical appointments	Harrisonburg, Warren County, and Shenandoah County to meet appointments such as mental health, substance recovery, etc.
Harrisonburg City and Front Royal	Harrisonburg Front Royal
Surrounding counties	Front royal, Harrisonburg, Winchester
Harrisonburg and Winchester areas (Dr.'s appointments, etc.)	To Harrisonburg

Some people do not have way to get to doctor appointments or other necessities outside of the county if we do not provide these services	Rockingham & Warren county
Every place in the world should have public transportation.	Front royal and Harrisonburg
To Harrisonburg and front royal	UVA hospital
Charlottesville	To Harrisonburg for doctor appts
Rockingham & Augusta	Harrisonburg, Winchester, University of Virginia Medical appointments
Doctors appointments etc.	Rileyville
Rockingham, Warren, and Shenandoah County	Rockingham
Harrisonburg, new market	Surrounding area
Shenandoah co	From page to other towns such as front royal or harrisonburg
Charlottesville, Harrisonburg, Front Royal, Winchester, and points in between.	Harrisonburg. Winchester, Front Royal. Doctor, Dentist, etc
It could be very useful if folks that live in Shenandoah can get a ride to the food lion in Elkton- That drive is a shorter vs driving to the Stanley food lion.	Harrisonburg or Winchester because of doctors appointments
Harrisonburg, front royal	Harrisonburg
Harrisburg and front royal	ROCKINGHAM
Front Royal	Rockingham and Shenandoah county
Harrisonburg front royal Winchester Charlottesville for Dr's appointment or medical facilities	If a doctor appointment take you have take you out of page county
For out of county appointments like Woodstock or Winchester	Front Royal and Harrisonburg, if not everyday than at least once a week
Shenandoah National Park, Harrisonburg and or Front Royal hospitals	From page to Rockingham and Warren Counties
Charlottesville, Front Royal, Winchester, Harrisonburg	Front Royal. Harrisonburg
Winchester, Front Royal, Harrisonburg, Culpeper	Harrisonburg, Front Royal, Shenandoah
Harrisonburg va	Neighboring towns
Harrisonburg or Winchester	Harrisonburg
Front Royal, New Market, Harrosonburg	Harrisonburg area
New market, Elkton,	Harrisburg, Front Royal
Elkton Va. for pharmacy	Harrisonburg
Shenandoah County	Rileyville
Harrisonburg	Harrisonburg and front royal
Rockingham	Front royal
New Market/Harrisonburg	I believe all surrounding areas could benefit from public transportation.
Warren, rt 340 between Luray and front royal	Surrounding counties for people who may want to visit Luray but have to stay out of town
Harrisonburg	Front royal, Harrisonburg, Winchester Medical Center
Shenandoah county, Rockingham and Warren county	Warren County Harrisonburg
County residents need to travel to other counties to access medical services meaning service would need to extend beyond the county.	Rockingham Co. Shenandoah Co. Ans surrounding co.
Harrisonburg and Winchester	Rockingham
Harrisonburg and front royal possibly.	Waren,front Royal,Dr app
Shenandoah County	Harrisonburg, winchester

Rockingham County	nearby cities, front Royal Harrisonburg, and so on
Rockingham county	Rockingham county
There's not many places in luray to get my needs met	Front royal
Stanley,luray,front royal	To hospitals and other healthcare sites.
Route between Page and Rockingham Memorial Hospital (occasional would be fine)	Rappahannock, Warren, Shenandoah
Rockingham	Rockingham county .they do have in city of harrisonburg but not other small towns in county and not only does luray need transport but so does stanley and shenandoah
Harrisonburg	Elkton/McGaheysville
Surrounding areas	Harrisonburg
Harrisonburg and Front Royal	Front royal
Stanley.	Nearest larger towns, like HBurg/Winchester
Harrisonburg	Fairfax, VA 22030
Harrisonburg,Va.	All the way to Front Royal
Harrisonburg, front Royal,	In all rural areas
Within 20 miles	Many of us have appointments in Harrisonburg, Front Royal and Winchester.
Surrounding counties (Warren, Shenandoah, Fredrick, Harrisonburg)	New Market, front royal , Edinburgh
Harrisonburg and Winchester	Shenandoah County
Harrisonburg, Charlottesville, Richmond, New Market, Elkton, Mt. Jackson, Edinburg, Timberville, Stanardsville, Shenandoah National Park, Northern Virginia, D.C	I think all counties should have a form of of public transport. It is hard in this economy to get by. Some people have hit hard times and have car issues that make it hard to get to work and if they lose their job them and their family go more behind than they were to begin with.
Front Royal, Elkton, surrounding areas	Harrisonburg, Front Royal
Harrisonburg and front royal	medical facilities and major shopping centers
Front Royal	Front Royal
Everywhere	Harrisonburg, Front Royal, Culpeper
Harrisonburg, Front Royal	UVA medical center, Winchester,front royal, Harrisonburg
Appointments in other areas	McGaheysville, elkton
Surrounding counties , Harrisonburg , shenendoah, Stanley, new market , etc	Harrisonburg, Front Royal, Winchester, Charlottesville
Front Royal and Harrisonburg	Elkton
Warren county/ Harrisonburg	Rockingham
Harrisonburg, Winchester, Front Royal	Charlottesville, Harrisonburg, Front Royal
Harrisonburg	Front Royal , Winchester
In surrounding counties. Rockingham, warren, clarke, Frederick.	Harrisonburg and Winchester
Bus or train should get you to Harrisonburg, Front Royal, and yes, there should be a bus through the park to Culpeper where you could then hop on the train to NYC	Surrounding counties. Everyone deserves accessibility
Front royal. Harrisonburg winchester	Front Royal (Warren County) & Harrisonburg (Rockingham County)
Rockingham	Harrisonburg va
Doctor appointment for the elderly	Neighboring County
Front Royal	Harrisonburg Va, Front royal va
Everywhere can benefit from public transportation.	UVA

Harrisonburg, Front Royal	Harrisonburg, Front royal, Winchester, Charolettsville
Transportation to nearby towns where more transportation options are available - Front Royal, New Market, etc.	Harrsoinburg
Elkton,Harrisonburg	County boarder towns
Charlottesville, Harrisonburg, Winchester	to Front Royal and Harrisonburg
Front Royal, Culpeper, Harrisonburg, Manassas/Gainsville	Rockingham County, Front royal
Harrisonburg, Shenandoah, Front royal	Culpeper Amtrak station
Surrounding counties	Any country willing to contribute funds
Their are some ppl that doesn't have a car or can't drive and they need to get around	Harrisonburg
Front Royal. Harrisonburg	Harrisonburg, Winchester, Charlottesville
Harrisonburg VA	St
Elkton , new market	Harrisonburg and Winchester
Unemployment office or social security or DMV	Front Royal Shopping, hospital or doctors offices Harrisonburg doctors offices
Harrisonburg	Harrisonburg , new market , front royal
Dr appointments	Front Royal, New Market
Shenandoah, Harrisonburg, front royal	Front Royal and Harrisonburg
Rockingham, Warren County & Rappahannock County	Harrisonburg and Charlottesville
Harrisonburg medical offices, RMH, warren memorial, UVA, Winchester Hospital, other medical facilities in the area as needed	Front Royal, New Market, Sperryville
Warren County	Dr visits to places like Front Royal, Winchester, and Charlottesville
Front Royal; Washington, DC; Harrisonburg	To Harrisonburg or Front Royal
To surrounding areas	Front Royal & Harrisonburg
Harrisonburg, Charlottesville and Winchester	Harrisonburg, Winchester, Front Royal
To new market. Front royal, harrisonburg and winchester as people need to see medical professionals there	Harrisonburg
A lot of people have appointments in Harrisonburg, front Royal, culpeper, and numerous other surrounding towns. To mitigate trips to those cities done by the transportation service groups could be taken over at specific times	To the closest metro station in northern VA so people have an avenue to work outside the county. Also definitely need reliable, regular transport to Winchester Valley Health, Sentra in Harrisonburg, and UVA hospital system.
Surrounding counties	Luray
Business districts of nearby areas	New Market, Shenandoah, Timberville, and Broadway areas
Harrisonburg and Front Royal areas	There should be routes that take you throughout the Shenandoah Valley.
Surrounding counties such as Rockingham?	Harrisonburg
To DC airports	Within 5 miles of town
Rockingham	New Market, Front Royal
Harrisonburg	Harrisonburg, VA, Winchester, VA and Front Royal, VA
Warren,Shenadoah,	Harrisonburg
Unsure	Harrisonburg; front royal
Rockingham/Harrisonburg area/Charlottesville/Winchester	Charlottesville, Harrisonburg for med appointments
Harrisonburg, Staunton, New Market, DC	Elkton, grocery store, RMH
Unclear	The greater Shenandoah region
Charlottesville, Front Royal, Harrisonburg VA	Harrisonburg, Front Royal and Winchester (doctor/medical appointments)

Harrisonburg	Better connection to Harrisonburg, Culpeper train station, and DC airports.
Front Royal, Harrisonburg, Winchester, Woodstock	Elkton
Not sure for those who need it most. Maybe a joint service to connect to another county if needed?	Front Royal, Shenandoah county (new market)
Lurau	Harrisonburg
To surrounding counties to bring tourism into and out of the county	Charlesville
Woodstock, Harrisonburg, Winchester	Front royal, harrisonburg
Warren County (Front Royal), Rockingham County (Harrisonburg), New Market	south to harrisonburg and north to New Market
Rockingham County	Harrisonburg, Winchester
Harrisonburg, Winchester mostly medical appointments in those areas	harrisonburg
Front royal and Harrisonburg	national park
Front Royal, Harrisonburg	Harrisonburg, Frontroyal, Winchester, culpeper, New Market
Rockingham	Front Royal, New Market, Harrisonburg if feasible
Winchester, Harrisonburg, Front Royal, Charlottesville	Harrisonburg, Charlottesville
Front Royal	Warren, Rockingham counties
Harrisonburg , Front Royal	Neighboring counties for appointments only
Elkton, VA/ Rockingham County	To Harrisonburg, Charlottesville, and Front Royal
Shenandoah Co., specifically New Market, Quicksburg, Mt. Jackson	Other transit centers (train stations, metropolitan areas)
Harrisonburg, Warrenton, Front Royal	Front Royal, Winchester, Harrisonburg, Woodstock
Warren County and parts of Rockingham	Front Royal, Harrisonburg, and Winchester for doctors appointments
elkton	Shopping and medical needs
Harrisonburg and/or Front Royal	Harrisonburg, Winchester, Front Royal
n/a	Harrisonburg
Winchester	Rockingham and Warren counties
Warren County and then Shenandoah	Harrisonburg and Winchester
Shenandoah County	Harrisonburg, front Royal, Woodstock, Winchester. Hospitals, target, home depot, Costco, Lowe's, the mall, restaurants, doctors.
Rockingham and Winc,, for medical appointments	Harrisonburg and Front Royal
Bus between Luray and FR to connect with VA Breeze bus and shopping	Harrisonburg , Front Royal, Winchester

Appendix C

Question 15 Responses

Appendix C: Question 15 Responses



This would also aide in elderly care and disability issues, more youth may be able to work, attend higher education school or programs, some parents are not always available or dependable for rides, it seems it would also encourage growth.
Just considering older populations and single car families that could benefit from a reasonable public transit service to get to doctor appointments, groceries etc especially during winter weather or to even combat summer traffic and parking issues that may occur
A route of transportation from Luray to New Market
I think it would be a good idea for people that don't have transportation so they can get where they need to go.
Other people in Page County could use this service
Transportation could also go as far as Elkton & New Market
connect to new market
NA
I think it is always important for seniors who have lost their ability to drive to be able to get to medical appointments, food procurement, pharmacy. I just moved her and not sure if this exists for these people. We are both driving.....so far.....
why has Page County neglected to provide the public with a proposed transit plan they could comment and/or vote on?
I think a public transportation system will reduce congestion, despite not being bad, but will also encourage tourism to other businesses outside of the immediate downtown Luray area. It's also a safe alternative to driving when a group of locals or tourists have been drinking.
A connection to New Market from early in the morning to late afternoon say every 2 hours to be a trial basis to see what ridership is. Trial routes from Shenandoah to Newport to Stanley to Luray not sure

Huge need for public transportation as I have given rides to residents from assisted living facilities in the area. See elderly walking long distance all the time. Low income in the area limits the amount of driving in the area
Service would definitely fill a local need
Our elderly population could especially benefit from a service like this to help provide transit to and from doctor visits, especially with family members unable to help. Also, those who do not have a vehicle due to recent incarceration would benefit greatly by being able to get to and from their place of employment.
Aging parents make it very difficult to get to the doctor apts. People call our church frequently and have no way of transportation
I think it would be very beneficial especially to those needing to get groceries (the elderly and the handicapped)
Elderly residents or non-driving residents would be able to have more freedom in the county to take care of personal needs
Route up & down main street to food lion/ walmart shopping center would be ideal
I do not think enough people would use public transportation to justify having it, therefore putting an additional financial burden on tax payers
1.) I could move about freely. 2.) Travel more 3.) Take advantage of good shopping 4.) Visit places I like more often 5.) Others could visit me easy
Working on wages
Thank you for caring
I'm in a situation that makes my disability even worse. Not having to worry about transportation would be one less thing to worry about
Would love to see this. It would be a great benefit to get to necessary appointments.
Long overdue!
No comment at this time. Thanks
P.C. is in need of local transportation at best out of county would be good as well
I like the idea
I have been stuck at Page Memorial Hospital at night after an emergency ambulance pickup and treatment. Once I had to stay until the morning. A local service would be helpful in those situations.
I think we really need public transit. We have so many older citizens and low income citizens. I think this would be very beneficial for our county. We don't live in a very walkable county/town so without some kind of transportation you can't get to where you need to be.
Public transportation would really help many people in page county, especially those in low income situations and people who have mechanical issues with their vehicles, people who don't have a vehicle, and those who don't have a license due to either a disability or courts/DMV have taken it. And especially with the widespread area here in page, unless you live in town, there isn't anything close. So it would make it much easier on those who live in the more remote areas of page to be able to get to where they need to go on a more consistent and reliable basis.
I think that it would benefit not only our community, but people visiting. It is very difficult to live out here and not have reliable transportation. I think that our community desperately needs public transportation.
Grocery shopping is my concern
People can't work if they can't get there. Some of us need help with that
It would be nice to have someone drive me.
Luray to Front Royal would also be helpful.
Clearly we need a walking/biking path from downtown to Laurel Ridge/Walmart. Does not need to be an expensive sidewalk, just a paved path.
The clients I serve at work struggle with transportation due to limited services in the county...doctors appointments, work, etc.
Bus, or transit

I think page county would definitely benefit from it and people would stop getting tickets for driving without a operators permit
If it makes our taxes increase I vote a hard no ! And if it does make the taxes increaseyou need to make the public aware. Before letting them vote
Connecting Luray residents to Walmart/Food Lion shopping centers
Some people have difficulty accessing medical care due to transportation issues
Should figure out way for Page County residents to hook up with Virginia Breeze buses. Front Royal taxi wants to charge \$75 one way to go to Virginia Breeze bus stop. No Uber in town sometimes makes for long walks for car repair. I am sure some people must be challenged for basic errands in Luray if they don't have car or can't drive!
Would use only in an emergency.
It would be nice to have public transportation within the town of Luray and its neighborhoods. A connection to Front royal and Herrisonburg would be nice.
I spend a lot of time driving my children around, including my adult child who is disabled and unable to get his license. It would be easier for him to get a job if there were reliable public transportation in town and around the county or to get him to a neighboring county.
Reliable public transportation service in Page County would benefit the local economy and enable citizens like myself to get to work easier.
I am a poor widow. Family helps when they can but are also poor and stretched in their time and money.
I think public transportation is a necessity in our county. There are so many individuals who do not or cannot drive or have no access to a vehicle. There are older individuals who have lost their independence, we have tourists and people who have struggled with legal issues and need transportation to better their lives and it is crucial to make sure they can become a meaningful part of society.
This is also something that individuals with vehicles could use when traveling to shops downtown or going out to eat. The possibilities are endless and it will benefit everyone. Although it should be affordable so that people in need are able to access services realistically
at this time i do not feel the town i live i requires public transportation
Feels unnecessary for a small, rural town.
I currently work in Winchester. Winready is great! I work with ax senior employment program and the winready system there is a life saver for people that live in Winchester
This would really help out so many people including me because sometimes I have to wait several days to get a family member to take me to grocery store and I miss my doctor's appointments
There is typically not enough population density where I live to make public services practical.
No grocery store on east side of Luray. Not all folks on that side of town have transportation to west Luray. Without transportation limited access to medical care at the hospital complex.
Access around and outside of Page County is vital for those without reliable means of transport for things like employment and shopping.
I see a need in the community. I am a car commuter, but would LOVE options to avoid using as much gas and polluting plus I don't have a backup if my car breaks. I am a supporter of public transit so I would use this to make it worth the cost to the partners.
People need rides to their doctor app. out of town. Charlottesville, Warren County etc.
While I have full mode of transportation but elder aunt and uncle don't. I work full time and can't always be there. They don't drive in certain circumstances(weather etc). This would be a huge resource for a large group of the geriatric community as well as those with disabilities for financial hardships.
This area doesn't even have a taxi service
Seniors need very low cost rides to medical appointments. most specialty providers are not available in Page so some in Shenandoah will go to harrisonburg to sentara and some in Luray will travel north to valley health.
Elderly need to get out and get things, no one to depend on anymore

Some people who don't live in town limits need to go places also and on the spur of the moment I know people who have called for medicaid cab and they never show to pick the people up. So we need reliable drivers
Thank you for conducting this study
I don't think public transportation is necessary for Page County
I work in healthcare in Page County and many of my patients cannot be seen for local appointments or medical appointments outside the area due to transportation difficulties. Medicaid offers rides for some patients but very unreliable.
I just think that it would be a wonderful service for page county elderly & young for people to get around to school, work, appointments shopping, & to just get out
Maybe a weekly pass.
in my opinion Luray is the biggest concern of transportation needs
I cant believe how thirs world countries have better transportation systems to meet their community needs than this great country.
I think there is a real need to help people get around!
I had someone experiencing homelessness and she has to rely on people to get her to work. If they are late or don't show it perpetuates the homeless problem.
A drop off in front of AA recovery is an absolute must. In luray that could be Rufner plaza as it is walking distance to jobs downtown, a walking trail to promote healthy lifestyle and close to the AA meeting space
We need an hourly bus route on hwy 340
With the retirement community n elderly n others who are unable to drive I feel it would be a huge need for transportation to get around the community
Thank you for looking into the need for public transportation. We used to have a bus that traveled in the region but it was shut down. A bus service that ran a regular route along 340 would go a long way to connecting people.
I myself don't need it but my daughter isn't licensed to drive and also with no buses or cabs we get a lot of ppl coming to the hospital were I work in page county by squad or dropped off by someone whom never have rides home this is a big problem in page!
My understanding is that there is significant need for public transportation in the county, especially for access to medical services which are widely dispersed. The challenge is the cost of providing this service given the low density of population and the configuration of the roadway network. There might be options outside of those choices you listed above that would be more cost effective.
I feel like the main thing is medical transport for non emergencies or transport to a car mechanic shop. In all my years of driving in Page County, these are the two main reasons friends and family has asked me for a ride.
I think there is a need, but I also recognize that meeting this need would require a creative solution due to the rural nature of the county and the lack of financial resources of those who are probably in greatest need.
There is a need as we are growing in a generation driven off the ease of convenience. Also for the younger generation to get around that don't have vehicles. Vehicles cost a lot now and most people cannot even afford a used car, much less a new car. As well to all that, there are so many people in our community whom are elderly, and have medical conditions that could benefit from these services.
I work in home health care and elderly patients tell me daily they have no way to get to doctor appointments so they'll call an ambulance just to get taken to the hospital.
It would allow more helpful options for residents to move freely around the county.
A viable, affordable public transportation system would be great once I am unable to drive due to age, etc.
If it's self sustaining the I'm ok with it. We can not afford it to be another tax burden
Children friendly especially for parents when they are using public transport with a minor or a toddler.

Places outside of luray have better resources and sometimes, when you live on one side of the town the other side of the town is where you need things
May not renew license in 2 years, may need transportation
Do not need any excuse to raise taxes
Be a big help for people who do not drive or need a ride.
We have had taxis in the past which all failed. Who would funding this?
A lot of page county residents have to walk to work, no matter the weather. Those who live on the east side of Luray and do not drive have no easy access to grocery shopping. They would have to walk 4+ miles to buy fresh produce. If there is a way for the county to help aide these individuals, I believe our community would benefit greatly from that.
Availability of services would need to be WELL ADVERTISED - not buried in some government-sponsored website
Big need for this in Page County
Page County is not in a financial situation to be able to pay for and/or subsidize public transportation. Many of the people that may need the transportation probably live outside the town limits which would be the transportation hubs.
q9. Should have asked "How much would you be able to pay instead of willing"
I think page county should have a bus system and a can system like Warren county had about 15 years ago u call for a pick up location it was only 3-5\$ anywhere in town it was fantastic
This is a huge need for medical services and appointments!!
It will raise taxes thus making it harder for people who need to get there personal vehicles running and or registered.
The county does not need another reason to raise our already god awful tax prices. Sounds like another big waste of money.
For people who need to go to the grocery store or to the doctor, who has no way, and depends on others for a ride. Or even to go to a family member's house, where as they are not able to, to go to an event or church where they usually can't go. Only on county basis, Like each county provides for their own county.
Bring passenger rail back to Luray! It would not only serve the residents and commuters to DC, but also bring in so much tourism. All of Europe does this. You cannot have an adventure town without public transit.
There are so many in our community that can not work without transportation
With page county being so small there is no need for public transportation, if they need said transportation they need to use Uber or Lyft, plenty of people use those services and people have cell phones so there is no need, you guys have not specified what type of transportation you will be providing anyways, there are plenty of people that can't even go the speed limit and it makes traveling even harder, especially during the weekend when people have to work as myself, only busses that should be on the road should be school buses and the only taxis and transport buses that should be around should stay in the city's like harrisonburg, the page county district has taken enough money from its people and has been using it for stupidness like the roundabout in luray va at the singing tower, page county needs to use the money more wise and use it for things like actually fixing the roads and helpings family's in need instead of doing things like that, during everything that has happened in the course of the past 4 or 5 years tons of people have moved away from the area because the town won't actually do anything productive and help provide the people of what they actually need. So no page county does not need public transportation. It's a terrible terrible idea.
I work in Healthcare and find lack of transportation is a large barrier to healthcare. Although I can currently afford to pay more, many people in our area cannot! Transportation needs to be flexible and affordable but it is VERY much needed in our area!!
Honestly there are so many elders here I feel having a bus to go shopping doctor appt would help tremendously! Many ppl can't drive after dark and some won't drive if it rains! My great aunts depend on family for all that which can be hard. If 1 person gets sick then weeks can go and possibly no grocery shopping. Having and using public transport would be a game changer for sure!
It would greatly help the elderly, disabled, and community members that do not have the ability to afford a vehicle. Especially on the east end of town considering our only grocery stores with fresh produce is on the west side of luray therefore limiting families food wise.

Bus and/or Rail service within/to/from Page County could significantly improve quality of life for citizens and connect them with other regional population centers, which could stimulate the local economy and accessibility.
With an aging population in Page County, at a minimum it is essential to have public transport options to medical, pharmaceutical pick-up, and groceries. Would be ideal to have transport to the metro in northern VA for those who work in metro area but want to live in page County and bring higher income/spending to Page.
Ppl need help to get important places
Seniors badly need public transportation.
I think it's a necessity especially if you live on one side of town. It's dangerous to walk to the Walmart areaa.
I can support transportation opportunities but they should be local businesses like a taxi company not a public transportation offered by the county
This has been needed for a long time. Thank you.
At the moment our car is broke down we bought another car for \$400 but it was bad from the beginning but we didn't realize it.
Transportation needs to cover the entire county, not just the town of Luray
Transportation for seniors to medical appointments and food shopping would be very helpful. Also, an airport shuttle to IAD and DCA would be welcome.
Scheduled reliable service to more metropolptan areas for health care
Over/Lyfy services for local healthcare , support tourism and local economy for social events (a step to keeping out raids safe)
This would be an excellent option for my elderly grandparents that live with us for when we are unable to take them to appointments, etc.
Being a small, rural community, public transportation may be a good thing as long as fares stay reasonable.
Eventually I might need transportation assistance to get to medical appointments and maybe a few other things. Probably would hire someone.
Public transportation may be out of the budget, but a grant funded bus such as the REC center has would be a great option for elderly, handicap, & those without transportation. Especially for those at the primary low income housing locations.
Page County needs something for transporting people just to do shopping and of course Doctor appts and picking up meds.M husband is 83 yes old and does the driving sometimes he would rather stay home doing something else instead of taking me where I need to go.I am sure there are other families with the same problem too
Many people could utilize for school and medical reasons...as well as leisure
Having public transit between downtown Luray and the Shenandoah National Park HQ would be amazing!!!!!! Run a few times in the morning and a few times in the afternoon/evening.
There has been a need for transportation to access health care outside the area for decades. Folks also need transportation for daily needs.
There is a great need for transportation assistance in Page County. Unfortunately the ones who need it most can't afford to pay.
We definitely need Uber or Lyft
I do live in Page County, we're on the border with Elkton, but pay Page County taxes. I would probably take a bus from Shenandoah to Luray when needed.
We have needed public transportation for a long time now.
I see a great need for some type of public transportation in my job. There are A LOT of residents in need of rides
The need is real for transportation for people who don't drive my son has a hard time making it to and from work
Transportation is often need for doctors appointments outside of Page County. Medicaid cabs are unreliable and do not provide consistent transportation to already underserved people.

I am a physician in Luray and many of my patients miss appointments due to lack of transportation.
I work as a discharge planner at PMH and the need for more transportation options in Page County is growing more and more. So many times discharges are delayed due to no transport options. People who need to go to follow ups are missing them due to no transportation resulting in more hospitalizations and getting those specialty appointments rescheduled are hard and can be months out. We need more options
The need is greater than access to this survey could possibly convey
I think there is a huge need for this in Page County. It should run certain routes. Example....Doctor office, grocery stores, DMV and even churches on Wednesday and Sunday mornings. Maybe a trolley like front royal?????
A lot of elderly people need rides to do some errands
There should at least be transportation available for the disabled and elderly
I was a part of Harrisonburg meeting on transportation, I think this should be a set date for any residents of the county to attend to speak on their thoughts.
I work at Social Services lots of clients don't have vehicles to get to work. If there was a bus to run them to outside areas like they did when Avtec was open.
I do not think the county needs public transportation, most of the locals drive outside of the county for work and other things, and most tourists would likely not use it either as they stay in cabins and air b&bs. It is a small county far to easy to drive to get from place to place rather than take a bus. This would only benefit a handful of people and do not think it could possibly generate enough income to cover its own costs.
They survey says luray and Stanley it does not mention shenandoah and we are in page county and if its not for all of page county tax only the towns that it will benefit
Getting people to Dr appts grocery stored pharmacies
We are a majority elderly community. Many lack the ability to get to basic needs like the grocery store or medical appointments. It's not realistic to think everyone has family or friends to rely on. Transportation would also assist tourists through our beautiful county.
I like the idea of a trolley like Front Royal has, that both tourists and locals could use. Maybe have businesses it would stop at cover a portion of the cost. I also like the idea of a day ahead service. We provide transportation to Walmart for an elderly individual in town but may not always be available when he needs to go. It would nice for him to have another option and more independence.
Who's gonna pay for this?
It's worth looking into.
It would be easier on the elderly who have no one to drive them. Most of their appointments are here in page near the hospital a trolley or bus service would be amazing. LYFT or Uber would be amazing for younger people that would like to visit the bars/breweries/distilleries here in page county.
There are options for elderly to get to medical appointments but nothing for those under 60 with disabilities that prevent driving. I often cannot drive for a year at a time and it is extremely limiting. Considering leaving a Page County for this reason if it happens again and there is no public transportation option.
Communicating the availability and types of public transportation available in Page County and the limitations of resources to locals and visitors.
Lots of people, especially elderly folks, need transportation to medical appts. When family members are working, it's hard for them to get off work to take them.
I think there is a HUGE need here
Elderly don't use apps like Uber very often. Need an on demand service
No one in my household requires public transportation but I know of several from my church and others who this would be useful to.
I don't really need public transportation, but I'm sure others do. Not sure demand/need is enough to justify a full-time schedule of bus routes, but I'm sure there is a need for on-demand services that would be available county-wide, and possibly small localized bus routes around towns. For example, there are lots of elderly in my town, but only two grocery stores, neither of which is reachable on foot from town.

There is nothing free. What is the plan to raise the revenue to pay for this ? Taxes are unbearable now and should NOT be raised to cover this.
I think it's great you all are looking into this and it is such a need in our county/community!
I have an elderly mother that currently drives, but may not be able to do so soon. I have an underage child that could benefit from public transportation until they're able to drive. I would welcome having the option to take public transportation rather than always having to drive. A downtown "trolley" running up and down Main St. would be a great way to move people from Walmart to the east end. Also, having access from low income areas to Walmart and other shops would be a great benefit.
It would definitely get used more than you think ..it is surely a useful need to the county.
I am disabled
Public transit is needed to decrease the toll of poverty in our area
I think a bus service would probably be a waste of time, but if we had a few cabs and the county wanted to help the cab owners to ensure they are making a profit or breaking even during slower hours/weeks it probably wouldn't be a bad thing to have for folks that do not have a way around.
This would be great for Page County residents. There are so many people who have no transportation
Alot of older people need a ride to page health, visitors from big city are use to buses please give Luray a ride
County would benefit greatly from passenger train service...would increase tourism....would allow us to go outside the county
County is too spread out for this to be reasonable. There are already options through county and insurance to get these services.
I work at the local hospital and we almost daily have people come for treatment and not have anyone to take them home. Some end up staying in the lobbies all night or walking long distances in cold temperatures. There are no taxis or Ubers close by except for front royal and they charge close to \$80 just to come to Luray.
Once again, please help the elderly folk in this community obtain reliable transport services !
I think this is needed and would be used by many citizens of Page County. Or Taxi service run by a private citizen.
This cannot be footed by the tax payers. I do not believe this will be an incentive for people to work and it will not increase tax revenue.
At the very least public transportation be provided to grocery stores, the hospital/clinics and pharmacies from the rural areas of the county. Maybe start by offering that service on two specified days of the week and allow citizens to call in advance to reserve a seat. I don't think daily, defined bus routes would be practical.
I HATE THE TRAFFIC MOST OF THE TIME.REALLY DONT LIKE GOING BY MYSELF.
Lots of elderly with disabilities cannot drive to appointments and need help
For one that can't drive and for elderly people that can't drive either. One with disability that also can't drive
I would like to see a trolley service downtown, as well as a shuttle service go between Warren, Page, and Rockingham for larger trips such as shopping or doctor appointments.
A reliable connection to Front Royal for further bus transportation to the DC area or at least to the closest train or bus station for those who work daily in those areas. Also for work, Dr. Appts, etc to Harrisonburg. Locally would help folks who don't have reliable transportation get to Dr. Appts, shopping within Page county.
Elderly, young, and in need. Those who can't drive and those with special needs. We have a lot of these people in Page County.
To help people that don't drive or they are having car problems and only have one car
I had a job but since I had to move from luray to stanley I lost it because no way to get back and forth from work and I can't get any shopping done
I feel that public transportation would help many individuals
As long as this doesn't cost us tax payers more money
It would be nice for some older residents like my neighbor to have a set time to go like walmart to get groceries and get out the house she's 83 and don't drive she hates to bother anyone to take her

There are many residents in page county that cannot get to dr appts stores run errands
Call ahead, fixed route, or some combination of both transportation options would be a big benefit to many in the County. Surrounding counties have some of these options available. Page should too.
Uber would be great
There are so many people in need of transportation here, bit locals and visitors.
My responses are based on the increase in the number of people I see walking on Fairview and Reservoir daily.
Page County definitely suffers from car centric development and sprawl which can make it very difficult for poorer residents, those without a vehicle, or those unable to drive, to get around. Though the town and county don't control what business open, perhaps it would be best to not have the only grocery stores a five minute drive out of town, it isn't uncommon to see people walking in dangerous areas and being forced to run across highways just so they can buy food. Would love to see the town, and possibly the county, focus on higher density development to make public transport more feasible and cost effective.
Due to the area being so rural holding minimum wage jobs is difficult for county residents. Public reliable transportation would decrease unemployment.
If we had public transportation in Page County, it would make it much easier for me to get back and forth to my doctor's appointments in Luray and Stanley. I am a bilateral amputee and I'm in a wheelchair so I need something that would be able to take me back and forth to my appointments
this is a strong need for those of us who wish to experience the bars and social areas in town but do not want a dui
Would be awesome. Would be amazing if it had daily schedules to each of the major hospitals in the surrounding county, almost all of page county medical needs are done outside of the county. This would help so many people. It would also open up routes for some for work outside of the county, shopping, education, so many things along those routes. I think it would make a real difference.
Uber-type services & taxis are non-existent in Page County as far as I know. Public Transportation is a real need & ShenGo doesn't serve us here.
light rail and transport to light rail terminals on a daily commuting schedule.
Public transportation should be on a frequent schedule, reliable, fixed-route. Optionally, on-demand service could be provided but would necessarily cost more.
Other communities using the service being considered are paying \$40 or more for round trip fare. The town needs to keep this in mind as underutilized public transportation in a low density community is a terribly inefficient investment.
There are a lot of seniors that should not be driving and also there are people who don't have a car or license
Q9 was not a good statement in way I could easily answer. Difference is between "willing to pay" and "able to pay". I might be willing to pay a higher fare if I was able too...
Page county does not need public transportation
The time has passed for this issue. We are behind the times
The primary need for public transportation is for seniors and for those with disabilities.
Adding public transit would alleviate some of the strain on emergency services for those that call 911 because they have no way to the hospital
Tourist trolley or something that will visit low income housing, shopping, hospital, dining and main street and greenway
Implementation of this should not cost tax payers any more additional money. We are already taxed well enough and still don't have more vital services like full time paid fire services.
Would need handicap/wheelchair accessibility
Something, anything is needed. I work at hospital at night and so many people have no ride.
We are not in town.
Every community could benefit from public transportation. The costs would be too high for small ridership unless you were able to subsidise an uber type service or taxi.
Elderly who don't drive need transportation to doctor/hospital. Would there be any options for Front Royal, Winchester, or Harrisonburg? A lot of doctors are there, know heart doctor went to Front Royal, and Winchester.

To and from places of work and college for the town would be very helpful. After hours transportation for those that work off hours.
Drinking and driving is a huge issue in the area, in part because of lack of public transportation. Having something like Uber or lyft available in the area will surely reduce people driving under the influence because right now the only option is to hope you have a friend nearby if you're local. Residents complain about catering to tourists but having this service would be HUGE for tourism. Services like lyft and Uber also bring the opportunity of flexible employment in Page County which is desperately needed. The benefits for elderly & disabled people are something that is very much needed in our county.
I feel people in East Luray have no place to get groceries if they don't have transportation. I feel it would benefit people who don't drive or don't have a vehicle
Some have difficulty going to doctors' appointments, going to get prescriptions, shop for essentials, etc so they cannot go. Plus it would be good for some to get out of house and be around people, etc, etc, etc
I would love to have a free or low price trolley or small bus that would transport folks around the area
A fixed route "trolley" bus that would go from the East end shopping center through town (and by the Chamber) to the caverns, then Walmart, Food Lion center etc.) would appeal to many residents and tourists. Also hourly transportation to Lake Arrowhead and Ralph Dean Park would be of interest to both locals and tourist.
If not able to include out of town..then at least a mini bus route thru town with stops to Walmart and Food Lion ctr on regular posted schedule..to pick up rx meds and essential food items
Definitely need to get to medical appointments. Would have to be from home as walking to bus stop would not be possible.
This would be great for the county
So many locals need help getting around town for groceries and medical reasons. There are no grocery stores in walking distance from town. The tourism here would also benefit from a service like this
These routes are needed from fixed locations especially to Valley Health, WalMart, CVS/FoodLion, Town of Luray office, banking facilities. Fixed locations need to be conveniently located within walking distance of Luray residential neighborhoods
I think you have a typo on #14. I believe you should have another zero making it \$20,000....
Even just a taxi type service in Luray would be wonderful.
Do not want public transportation here because it invites more vagrancy and transient to live off of the system. Keep Page County great by keeping Page County independent of UNNECESSARY government services. Keep the transportation system as it is so that people will utilize self-reliance and the private sector, for this need rather than sucking at the teat of the government assistance system. Provide education on how to be self-reliant rather than government dependent!
yall need to finish the sidewalk from leaksville road to food lion with a crosswalk or overhead crossing. so many people walk that....down in the tall grass pushing strollers. connect it to the Greenway and finally get it expanded simultaneously.
the folks who are going to call/computer reservation for a ride probably don't have high speed internet...and most of those people probably need to get to Winchester to see a specialist. those people are utilizing Medicaid anyway
We need sidewalks to Walmart/Food Lion that can also be linked with the Greenway and a transport system.
Up and down rte 340 from elkton, shenandoah, stanley, to luray with cooperation from hospitals and rockingham county
Many senior citizens are shut-ins and other county residents are low income/poor and have no means of transportation to get to shopping and medical appointments. Public transportation is desperately needed in Page County as soon as possible.
Just better on demand shuttle services in general for medical appointments and better options for train and airport shuttles
Need to develop a bus route. Also allow golf cart usage within 25mph zone like Elkton does.

Relying less on private vehicles is a good idea in this day and age.
Connections to other transportation networks would be great.
People without transportation
You'd have to raise taxes to support this. So no. Encourage uber
Public transportation improves and maintains social skills to all ages
Would be so helpful in getting to food shop and medical appointments (sometimes in Harrisonburg and Winchester)
Not Needed
How would it be funded
Uber or Taxis service is highly needed in Page County
Many people in page county are without transportation, I feel adding a transportation service will allow others to apply to jobs knowing they have an alternative set transportation and will help boost unemployment, and not allow others feel like they're stuck. This IS something Page County ABSOLUTELY NEEDS.
Transportation in Page County is a necessity and without it, employees cannot go to work within PC or the surrounding areas, seniors and individuals who cannot drive have difficulties going to doctor appointments and food shopping. Since health care is regional, having options for transportation to Harrisonburg and Charlottesville for medical appointments is also important. Many people who work (and have cars), have friends, family and people in the community who need these services.
there are a lot
of residential areas in the county that aren't easily accessible
It's LONG overdue
Many members of the community have to rely on friends or family to get themselves to and from work! I think offering public transportation would be extremely beneficial for the community.
I am legally blind and need transportation to medical appointments.
Virginia Breeze operates up 81 then 66. Would be nice if it was rerouted down 211 and then 340 to FR with a stop at Luray Park-n-Ride.
It would make going out drinking with friends a lot easier
Is there a way to promote car pooling more. NOVA/DC, Haymarket, Front Royal etc
Tourists need this as well if they're not renting a car
I am a health care provider and patients have a hard time getting to appointments. This is a problem for those who don't qualify for Medicaid rides or are not old enough for other rider services .
There are many elderly or disabled people in this county who either can't drive or they are disabled and can no longer drive. Page County already doesn't have much to offer it's full time residents, they need something like this.
Big need for Medical transport for Medical procedures
I don't want to pay higher State or local taxes for this. The federal government is beyond broke and should not be paying for local services anyway. We just had an election to hugely cut government spending. We should not be looking for more ways to spend.
Lack of medical/mental health services and jobs
Choice is always good
Although I have no need myself currently, that could always change. But there are plenty of folks in the county who do have need of transportation to and from grocery stores, other shopping and medical appointments.
Public transportation in Page County would significantly benefit residents of this area. The biggest barrier to receiving services, maintaining a job and accessing resources is the LACK of transportation/access to a vehicle. Public transportation would benefit the economy of this area, making businesses more accessible and creating higher employment rates.

I am a NWCSB case manager for adults with disabilities in Page Co. and filled out this survey to advocate for those individuals. Several individuals have limited family/friend support and have to rely on walking if the location is close or on unreliable transportation through Medicaid. This would be a huge benefit for everyone in Page Co.

Consider tourism that would benefit from transportation. Especially those doing the whiskey, wine & beer loop.

Waste of tax dollars

It would be nice to have some public transportation in case you have no transportation, maybe having a few drinks and need a ride home, older people who need transportation to and from doctors appointments. The population has grown in Luray and visitors who do not know the town would be able to have public transportation which most people are use to having where they live.

Appendix D

Major Trip Generators in Page County

Appendix D:

Trip Generators

Multifamily Housing

Multifamily Housing	Address
Luray Meadows	123 Shelley Ln, Luray, VA 22835
Luray Village Apartments	111 6th St, Luray, VA 22835
Rugby Square	101 Madison Ln, Luray, VA 22835
Stoneberger Apartments	307 E Main St, Stanley, VA 22851
Massanutton Apartments	166 Massanutton Valley Rd, Stanley, VA 22851
Autumn Ridge	436 Pocahontas Ave, Shenandoah, VA 22849

Major Employers

Major Employers	Address
Luray Caverns	101 Cave Hill Rd, Luray, VA 22835
Food Lion - Luray	1400 US Highway 211 W, Luray, VA 22835
Food Lion - Stanley	558 West Main St, Stanley, VA 22851
Blue Ridge Bank	17 West Main Street, Luray, VA 22835
Wrangler Complex	101 Blue Bell Ave, Luray, Va 22835
Pioneer Bank - Luray	800 E Main St, Luray, VA 22835-1618
McDonald's	1020 US Highway 211W, Luray, VA 22835
Pioneer Bank - Stanley	252 E Main St, Stanley, VA 22851
Skyland Resort	400 Skyland, Luray, VA 22835
Valley Health System	200 Memorial Dr, Luray, VA 22835
Walmart	1036 US Highway 211 W, Luray, VA 22835
Masonite Corporation	280 Donovan Dr, Stanley, VA 22851
EMCO Enterprises	31 Stoney Brook Ln, Luray, VA 22835
Montvue Nursing Home	30 Montvue Dr, Luray, VA 22835, United States
Sullivan Mechanical Contractors	710 Fourth St, Shenandoah, VA 22849
KVK Precision Specialties	425 Quincy Ave, Shenandoah, VA 22849
Mimslyn Inn	401 W Main St, Luray, VA 22835
Whispering Pines Assisted Living	200 Leaksville Rd, Luray, VA 22835
IBR Corporation	17 S Broad St, Luray, VA 22835

Medical Services

Major Medical Facilities	Address
Page County Health Department	75 Court Ln, Luray, VA 22835
Page Memorial Hospital	200 Memorial Dr, Luray, VA 22835
PMH Family and Internal Medicine	125 Memorial Dr, Luray, VA 22835
Page County Health Clinic	250 Memorial Dr, Luray, VA 22835
Page Rural Health Center	252 E Main St, Stanley, VA 22851

Shopping/Grocery

Major Shopping Center	Address
Walmart	1036 US Highway 211 W, Luray, VA 22835
Food Lion - Luray	1400 US Highway 211 W, Luray, VA 22835
Food Lion - Stanley	558 West Main St, Stanley, VA 22851
East Luray Shopping Center	22 E Luray Shopping Ctr, Luray, Va 22835
Dollar General	727 4th St, Shenandoah, VA 22849, United States

Educational Facilities

Major Educational Facility	Address
Page County Technical Center	40 Eagle Way, Luray, VA 22835
Page County High School	184 Panther Dr, Shenandoah, VA 22849
Luray High School	243 Bulldog Dr, Luray, VA 22835
Laurel Ridge Community College: Luray – Page County Center	200 College Dr, Luray, VA 22835

Human Services

Human Service Agencies	Address
Luray Town Hall	45 E Main St, Luray, VA
Page County Courthouse	116 S Court St., Luray, VA
Skyview Spring Rehab & Nursing Center	30 Montvue Dr, Luray, VA 22835
American Legion	106 Zerkel St, Luray, VA 22835
Whispering Pines Assisted Living	200 Leaksville Rd, Luray, VA 22835
Page County Government Center	103 S Court St., Luray, VA
Page County Social Services Department	215 W Main St Ste A, Stanley, VA 22851
DMV	10 Fairlane Dr, Luray, Va 22835
Shenandoah Town Hall	426 1st St, Shenandoah, VA 22849
Page County Senior Center	10 Second St, Luray, VA 22835
Page One Food Pantry and Family Assistance	35 N Bank St, Luray, VA 22835
Savida Health Luray	700 E Main St, Luray, VA 22835
Grove Hill Community Center	US Hwy 340N, Shenandoah, VA 22849
West Luray Rec Center	630 W Main St, Luray, VA 22835
Northwestern Community Center	136 General Dr Ste 300, Luray, VA 22835
The Life Center of Page Valley	21 N Deford Ave, Luray, VA 22835

Transit Feasibility Study



Draft Plan Overview prepared for Luray Town Council - 1/27/2026



Introduction

- The Page County Public Transit Feasibility Study was initiated in October 2024. A study advisory committee met regularly to provide input.
- Study tasks included:
 - Stakeholder and Public Outreach – including a public survey.
 - Analysis of Existing Conditions – Demographics, Land Use, Prior Studies, and Available Services.
 - Development of Potential Transit Services and Strategies.
 - Draft Service Plan – Cost Estimates, Funding Sources, Governance and Management, and Implementation.



Feasibility

Public transportation feasibility is dependent upon two primary factors:

- The development of a service design that meets the needs of Page County residents who need greater mobility.
- The ability to fund the service.

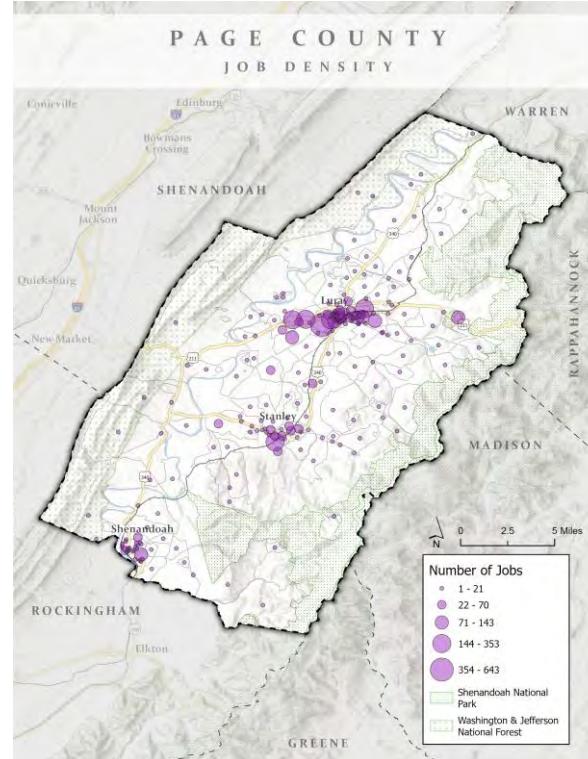
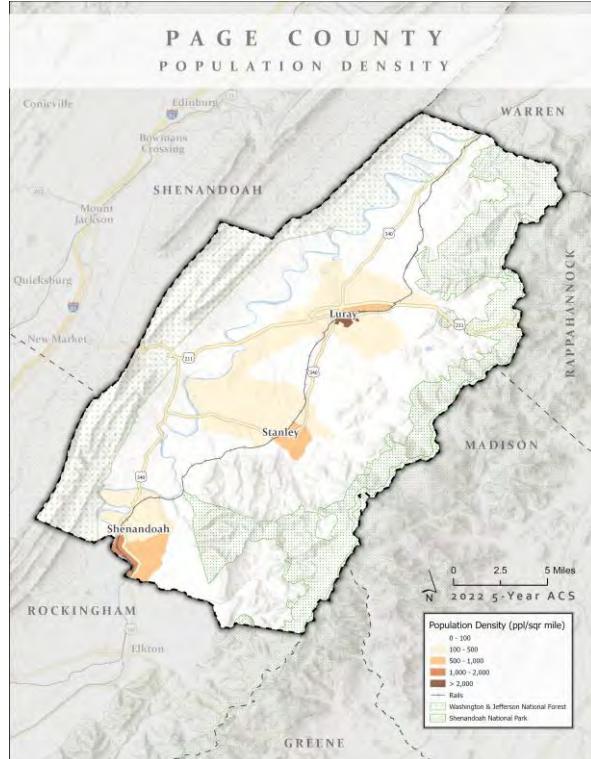


Review of Survey Results

- Available to complete from mid-November through December 2024.
- 803 surveys completed – represents about 3% of the population of Page County.
- Primarily completed online.
- **88% indicated** there is a need to develop a public transportation service within Page County to help family members or for others in the community.



Demographic Sample



Draft Service Proposal

- **New** public transportation service to help Page County residents access work, school, medical appointments, shopping, and other important destinations.
- Administered and operated by Virginia Regional Transit (VRT), in partnership with Page County, the Towns of Luray, Shenandoah, and Stanley; and Valley Health.

Draft Service Proposal

Two Primary Services

- Flexible fixed route in the Town of Luray
- Demand response service for the more rural areas of Page County

Proposed Operating Parameters

Luray Flexible Fixed Route

- One accessible vehicle serving the primary transit origins and destinations in Luray.
- Monday - Friday, 7:00 a.m. to 6:00 p.m.
- Hourly service
- \$0.50 fare
- Estimated annual ridership, once mature: 11,220 - 14,025 passenger trips.



Proposed Operating Parameters

Demand Response Program

- One accessible vehicle – serving different areas of the County on different days.
- Riders call ahead to arrange rides. Passengers are picked up at their homes, similar to the Seniors First Welltran program.
- Monday – Friday, 7:00 a.m. to 5:00 p.m.
- Fare - \$1.00 per passenger trip.
- Estimated annual ridership, once mature: 3,825 to 5,100 passenger trips.



Estimated Expenses and Potential Funding Sources

Expense and Funding Types	Demonstration Period	After Demonstration Period
Total Annual Operating	\$417,690	\$417,960
Fare Estimate	\$7,500	\$7,500
State Share	\$328,152	\$94,343
Federal Share	\$0	\$205,095
Local Share Operating	\$82,038	\$110,751
Start-up Capital	\$208,500	\$208,500
State Share	\$166,800	\$33,360
Federal Share	\$0	\$166,800
Local Share Capital	\$41,700	\$8,340

State and Federal Funding - Potential Sources

- **State Demonstration Program** – administered by the Virginia Department of Rail and Public Transportation (DRPT). 80% state funds; 20% local funds, up to three-year period. Application deadline – February 1, 2026.
- **Rural Public Transportation Funding through DRPT** - After Demonstration Period. Federal Section 5311 Rural Public Transportation Formula Program. 50% federal; 18-25% state; 25-32% local.

Potential Local Funding Sources

Local – Page County, Towns of Luray, Shenandoah, Stanley; Valley Health; Other Potential Partners; Fares; Advertising.

Demonstration Period Example:

Annual Local Match Requirement	Per Partner, 2 partners	Per Partner, 3 partners	Per Partner, 4 partners	Per Partner, 5 partners
\$82,038	\$41,019	\$27,346	\$20,510	\$16,408

After Demonstration Period:

Annual Local Match Requirement	Per Partner, 2 partners	Per Partner, 3 partners	Per Partner, 4 partners	Per Partner, 5 partners
\$110,751	\$55,376	\$36,917	\$27,688	\$22,150

Building a coalition of local funding partners is an effective way to minimize the cost to any one partner.

Next Steps and Implementation

- Consensus building and decision-making – fall 2025
- If consensus achieved and local match available – grant application to DRPT, due February 1, 2026
- If grant awarded – final service development and policy activities
- Naming and Marketing
- Start-up!

Questions

Contact information:

Phil Thompson, Director of Operations, Virginia Regional Transit
phil@vatransit.org.

The full draft report is available.



TOWN OF LURAY

Town Council

Work Session

January 27, 2026

Updates & Discussion Items

IVB. Draft Firearms Ordinance



Town of Luray, Virginia
Town Council Agenda Statement

Item No: IV-B

Meeting Date: January 27, 2026

Agenda Item:

TOWN COUNCIL DISCUSSION
Item IV. B – Possible Firearms Ordinance

Summary:

Council is requested to review a possible Firearms Ordinance that would prohibit firearms inside Town buildings.

A draft Ordinance from Mr. Botkins is included.

Some localities have also instituted a combined deadly weapons prohibition inside portions of their public buildings such as meeting spaces, employee offices, etc.

A recent State Code change proposal is also included for your consideration. It is labeled House Bill 691 and was introduced to the General Assembly last week. If adopted in its current form, it would eliminate the Town's ability to restrict firearms in Town parks and other outdoor public areas.

Ordinance No. 202 -

**AN ORDINANCE PROHIBITING FIREARMS AND AMMUNITION
ON CERTAIN TOWN PROPERTY**

WHEREAS, Virginia Code § 15.2-915(e) authorizes the Town to prohibit the possession, carrying, or transportation of firearms and ammunition on certain property owned or operated by the Town; and

WHEREAS, the Town Council has determined that the safety of the Town's residents, visitors, and employees would be best served by prohibiting the possession, carrying, or transportation of firearms and ammunition in Town buildings.

NOW, THEREFORE, be it ordained by the Council of the Town of Luray, Virginia, as follows:

1. Chapter 58, Article II of the Town Code of the Town of Luray, Virginia, is hereby amended to include the following:

Sec. 58-36. - Firearms and ammunition prohibited in certain areas.

- (a) The possession, carrying, or transportation of firearms or ammunition is prohibited in any building, or part thereof, owned or used by the Town for governmental purposes.
- (b) The chief of police may implement reasonable security measures that are designed to prevent an unauthorized person with firearms or ammunition from entering areas where they are prohibited.
- (c) The provisions of this section shall not apply to:
 - (1) Law enforcement officers as defined by Virginia Code § 9.1-101, as amended.
 - (2) Individuals authorized to carry a concealed firearm pursuant to the Law Enforcement Officers Safety Act, 18 U.S.C. §§ 926B and 926C, as amended.
 - (3) Lawfully possessed firearms or ammunition stored out of sight in a locked private motor vehicle that is lawfully parked on Town property.
- (d) Notice of the prohibitions contained in this section shall be posted at all entrances of any building, or part thereof, owned or used by the Town for governmental purposes.
- (e) A violation of section 58-36(a) shall constitute a class 1 misdemeanor.

2. This Ordinance shall take effect immediately.

Adopted: **MONTH D, 202**

Mayor

CERTIFICATE

I certify that I am the Clerk of the Town of Luray, Virginia, and that the foregoing is a true copy of an Ordinance adopted by the Council of the Town of Luray, Virginia, on **MONTH D, 202** , upon the following vote:

NAME	AYE	NAY	ABSTAIN	ABSENT
Mayor Lillard ¹				
Ron Vickers				
Jerry Dofflemyer				
Ryan Dean				
Jason Pettit				
Joey Sours				
Charles Butler, Jr.				

Date: **MONTH D, 202**

[SEAL]

ATTEST: _____

Clerk, Town Council of
Town of Luray, Virginia

¹ Votes only in the event of a tie.

26103555D

1 **HOUSE BILL NO. 691**

2 Offered January 14, 2026

3 Prefiled January 13, 2026

4 *A BILL to amend and reenact § 15.2-915 of the Code of Virginia, relating to control of firearms by localities.*

5 Patron—Zehr

6 Referred to Committee on Public Safety

7 **Be it enacted by the General Assembly of Virginia:**
8 **1. That § 15.2-915 of the Code of Virginia is amended and reenacted as follows:**
9 **§ 15.2-915. Control of firearms; applicability to authorities and local governmental agencies.**
10 A. No locality shall adopt or enforce any ordinance, resolution, or motion, as permitted by § 15.2-1425, and no agent of such locality shall take any administrative action, governing the purchase, possession, transfer, ownership, carrying, storage, or transporting of firearms, ammunition, or components or combination thereof other than those expressly authorized by statute. For purposes of this section, a statute that does not refer to firearms, ammunition, or components or combination thereof shall not be construed to provide express authorization.

11 Nothing in this section shall prohibit a locality from adopting workplace rules relating to terms and conditions of employment of the workforce. However, no locality shall adopt any workplace rule, other than for the purposes of a community services board or behavioral health authority as defined in § 37.2-100, that prevents an employee of that locality from storing at that locality's workplace a lawfully possessed firearm and ammunition in a locked private motor vehicle. Nothing in this section shall prohibit a law-enforcement officer, as defined in § 9.1-101, from acting within the scope of his duties.

12 The provisions of this section applicable to a locality shall also apply to any authority or to a local governmental entity, including a department or agency, but not including any local or regional jail, juvenile detention facility, or state-governed entity, department, or agency.

13 B. Any local ordinance, resolution, or motion adopted prior to July 1, 2004, governing the purchase, possession, transfer, ownership, carrying, or transporting of firearms, ammunition, or components or combination thereof, other than those expressly authorized by statute, is invalid.

14 C. In addition to any other relief provided, the court may award reasonable attorney fees, expenses, and court costs to any person, group, or entity that prevails in an action challenging (i) an ordinance, resolution, or motion as being in conflict with this section or (ii) an administrative action taken in bad faith as being in conflict with this section.

15 D. For purposes of this section, "workplace" means "workplace of the locality."

16 E. Notwithstanding the provisions of this section, a locality may adopt an ordinance that prohibits the possession, carrying, or transportation of any firearms, ammunition, or components or combination thereof (i) in any building, or part thereof, owned or used by such locality, or by any authority or local governmental entity created or controlled by the locality, for governmental purposes; (ii) in any public park owned or operated by the locality, or by any authority or local governmental entity created or controlled by the locality; (iii) or (ii) in any recreation or community center facility operated by the locality, or by any authority or local governmental entity created or controlled by the locality; or (iv) in any public street, road, alley, or sidewalk or public right of way or any other place of whatever nature that is open to the public and is being used by or is adjacent to a permitted event or an event that would otherwise require a permit. In buildings that are not owned by a locality, or by any authority or local governmental entity created or controlled by the locality, such ordinance shall apply only to the part of the building that is being used for a governmental purpose and when such building, or part thereof, is being used for a governmental purpose.

17 Any such ordinance may include security measures that are designed to reasonably prevent the unauthorized access of such buildings, parks, recreation or community center facilities, or public streets, roads, alleys, or sidewalks or public rights-of-way or any other place of whatever nature that is open to the public and is being used by or is adjacent to a permitted event or an event that would otherwise require a permit by a person with any firearms, ammunition, or components or combination thereof, such as the use of metal detectors and increased use of security personnel.

18 The provisions of this subsection shall not apply to the activities of (i) a Senior Reserve Officers' Training Corps program operated at a public or private institution of higher education in accordance with the provisions of 10 U.S.C. § 2101 et seq. or (ii) any intercollegiate athletics program operated by a public or private institution of higher education and governed by the National Collegiate Athletic Association or any club sports team recognized by a public or private institution of higher education where the sport engaged in by such program or team involves the use of a firearm. Such activities shall follow strict guidelines developed

INTRODUCED

HB691

59 by such institutions for these activities and shall be conducted under the supervision of staff officials of such
60 institutions.

61 F. Notice of any ordinance adopted pursuant to subsection E shall be posted (i) at all entrances of any
62 building, or part thereof, owned or used by the locality, or by any authority or local governmental entity
63 created or controlled by the locality, for governmental purposes; (ii) at all entrances of any public park owned
64 or operated by the locality, or by any authority or local governmental entity created or controlled by the
65 locality; (iii) at all entrances of any recreation or community center facilities operated by the locality, or by
66 any authority or local governmental entity created or controlled by the locality; and (iv) at all entrances or
67 other appropriate places of ingress and egress to any public street, road, alley, or sidewalk or public right-of-
68 way or any other place of whatever nature that is open to the public and is being used by or is adjacent to a
69 permitted event or an event that would otherwise require a permit.



TOWN OF LURAY

Town Council

Work Session

January 27, 2026

Updates & Discussion Items

IVC. 15 Campbell Street Update



Town of Luray, Virginia

Town Council Agenda Statement

Item No: IV-C

Meeting Date: January 27, 2026

Agenda Item:

TOWN COUNCIL DISCUSSION

Item IV. C – 15 Campbell Street Update

Summary:

Council is requested to receive an update for the 15 Campbell Street project.

Included are several site plans for the project, including an Optional Site Plan that shows the requested water line routing.

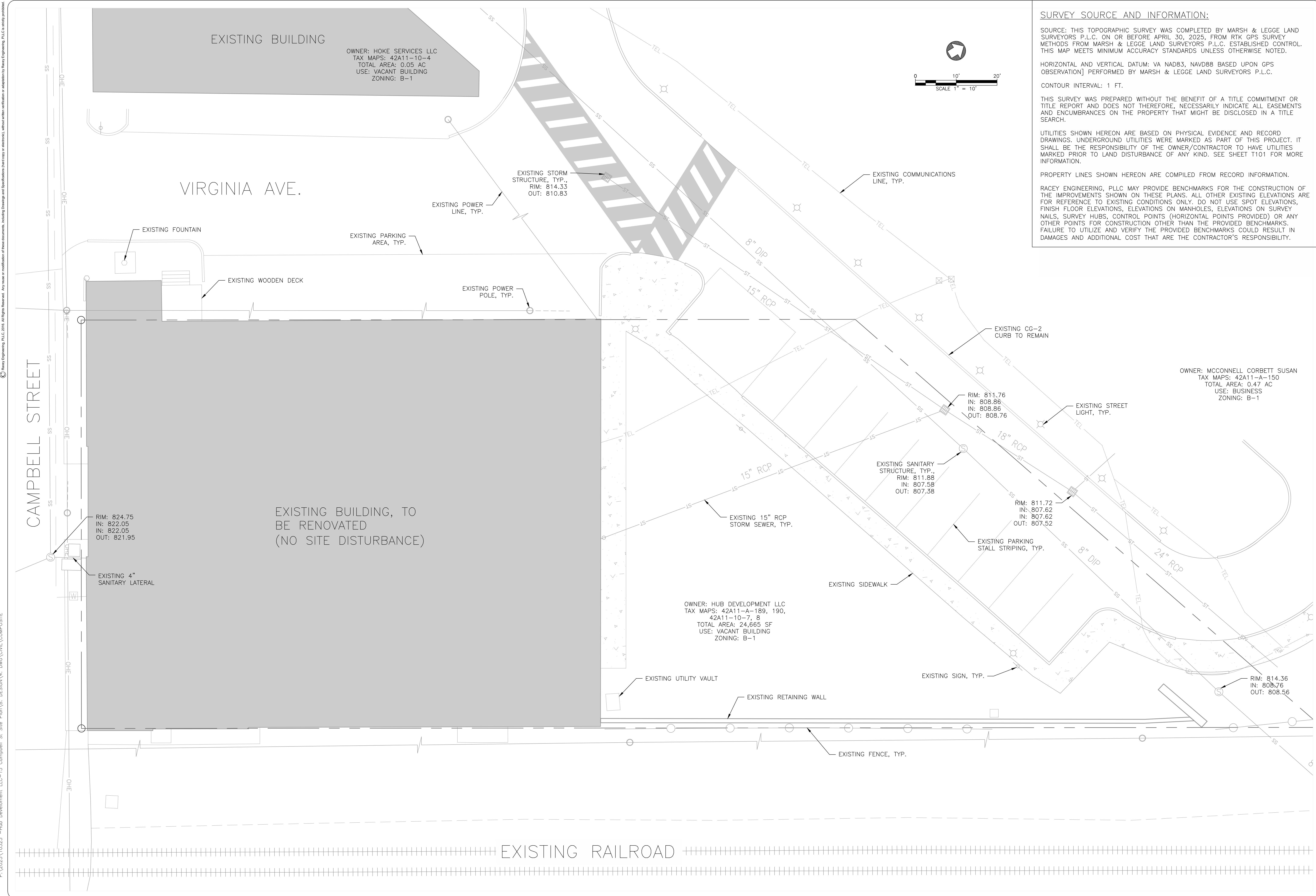
DHCD has provided the paperwork, and both HUB and the Town are completing their reviews.

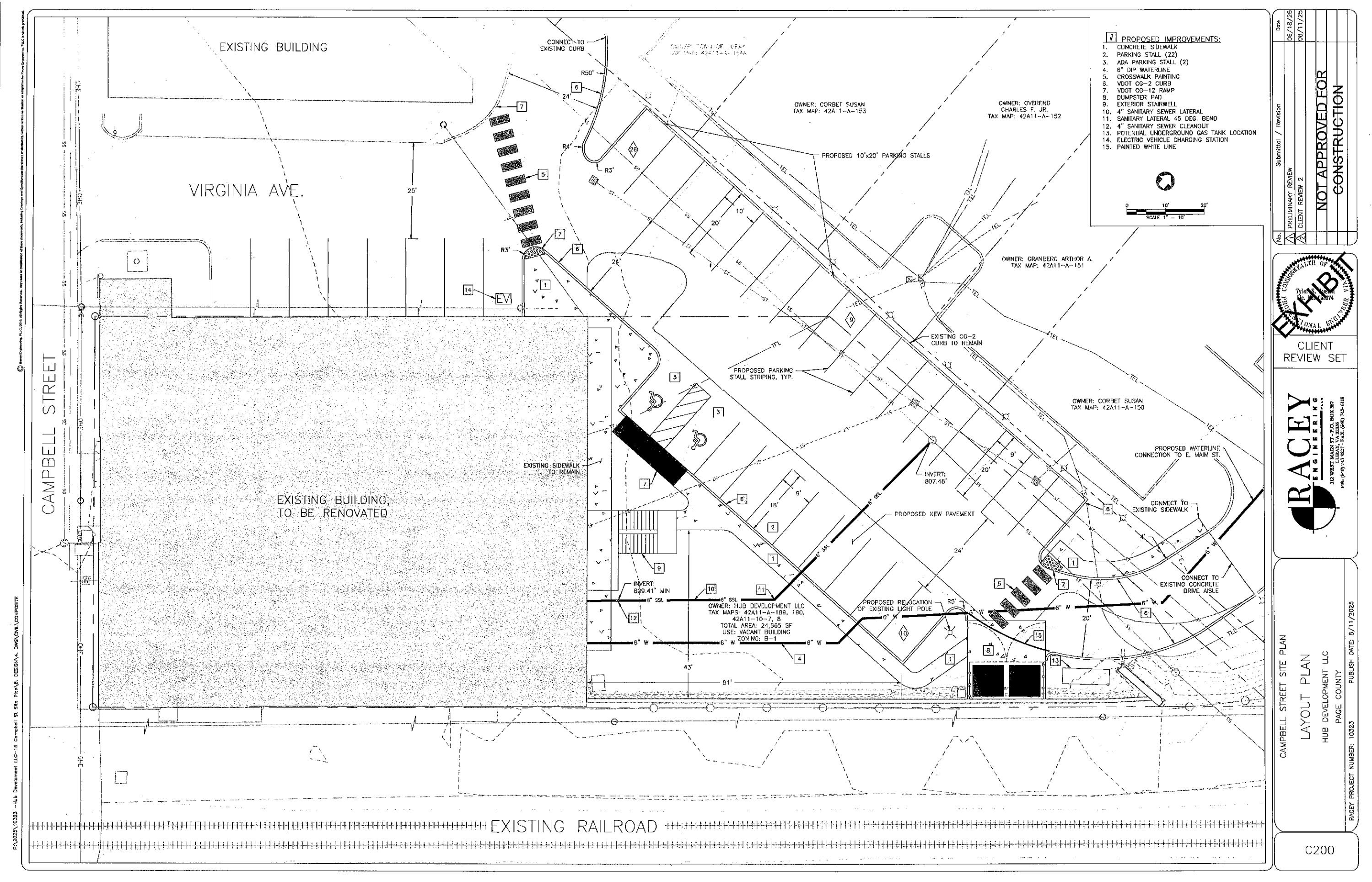
Mr. Botkins is formatting the various agreement and loan documents on behalf of the Town for HUB and DHCD to review.

The Town will need to approve acceptance of the grant/loan funds and the terms of the projects, including the financial/lending documents. The Council will need to vote to approve these items, and provide authorization for the Mayor, Town Manager, and Town Attorney to sign them.

The Town will need to amend its budget for the receipt and disbursement of these funds in both the current FY26 budget cycle, and in the upcoming FY27 budget cycle.

The Town Treasurer will be establishing the accounts needed to manage incoming grant funds, outgoing loan amounts, and incoming loan payments (principal and interest held separately).





CAMPBELL STREET

EXISTING BUILDING

VIRGINIA AVE

EXISTING BUILDINGS TO BE RENOVATED

OWNER: HUB DEVELOPMENT
TAX MAPS: 42A11-A-189,
 42A11-10-7, 8
TOTAL AREA: 24,665 SF
USE: VACANT BUILDING
ZONING: B-1

EXISTING RAILROAD

OWNER: TOWN OF
TAX MAP: 42A11-A

OWNER: CORBET SU
TAX MAP: 42A11-A-

OWNER: OVEREND
CHARLES F. JR.
TAX MAP: 42A11-A-152

OWNER: GRANBERG ARTHOR A
TAX MAP: 42A11-A-151

OWNER: CORBET SUSAN
TAX MAP: 42A11-A-150

MATCHLINE: 6001

RACEY

ENGINEERING PLLC

—BELL STREET SITE PLAN LAYOUT PLAN HUB DEVELOPMENT LLC

HUB DEVELOPMENT LLC
PAGE COUNTY

00

INITIAL REVIEW
INTERIM REVIEW 2
FINAL REVIEW
CLOSING SHIFT

**NOT APPROVED FOR
CONSTRUCTION**

CLIENT REVIEW SET

BELL STREET SITE PLAN
LAYOUT PLAN
HUB DEVELOPMENT LLC
PAGE COUNTY

C200



TOWN OF LURAY

Town Council

Work Session

January 27, 2026

Updates & Discussion Items

IVD. Christmas Wreaths &

US250/VA250



Town of Luray, Virginia

Town Council Agenda Statement

Item No: IV-D

Meeting Date: January 27, 2026

Agenda Item:

TOWN COUNCIL DISCUSSION

Item IV. D – Christmas Wreaths and US250/VA250

Summary:

Council is requested to discuss the preferred disposition of the former Christmas Wreath decorations.

The second set of the new wreaths have been ordered and received. This completes our order by providing about 110 new wreaths for our use in town.

We do not have suitable storage room to store the old wreaths as well as the new ones.

Possible options include surplus by sealed bid, and donation to local organizations for use or fundraisers. These organizations can include LDI, School Boosters, Churches, and/or Civic Organizations.

For the US250 and VA250 issue, the question has come up as to what (if anything) that the Town wishes to do in order to celebrate this event. An idea for using special US 250 flags in our downtown area has been brought forth.

The essential questions are whether the Council wishes to commemorate this event, and in what way.

The Town is already planning to have a larger fireworks show for July 4.



TOWN OF LURAY

Town Council

Work Session

January 27, 2026

Updates & Discussion Items

IVE. Draft Sign Ordinance

Amendments & ADU's



Town of Luray, Virginia
Town Council Agenda Statement

Item No: IV-E

Meeting Date: January 27, 2026

Agenda Item:

TOWN COUNCIL DISCUSSION

Item IV. E – Proposed Sign Ordinance Amendments & ADU’s

Summary:

Council is requested to review and discuss the proposed modifications to the Sign Ordinance proposed by town staff and the Town Attorney.

The Planning Commission is already reviewing these proposed changes and will hold a Public Hearing at their February regular meeting. The Council will be slated to hold a Public Hearing at the regular March meeting.

The primary changes include:

- Shortening and consolidating the current Ordinance significantly
- Providing for more and larger sign options, especially businesses
- Allowing more incidental signs to be allowed without a permit
- Making the Ordinance easier to understand and implement

For the subject of Accessory Dwelling Units (ADU’s), we continue to receive a fair number of calls from people asking if these are an option.

Currently, ADU’s are only allowed in the R-3 Zoning District by Special Use permit.

The Planning Commission is currently reviewing and considering this topic.

A copy of the current Ordinance and a list of possible changes are included.

Council’s feedback is requested.

ARTICLE VIII. SIGNS

801. General provisions.

801.1. Purpose and intent: The purpose of this article is to regulate the size, location, height and construction of all signs placed on private property for public observance; to protect the public health, safety, convenience and general welfare; to facilitate the creation of a convenient, attractive and harmonious community; and to protect property values. This article shall be interpreted in a manner consistent with the First Amendment of the United States Constitution. If any provision of this article is found to be invalid, such finding shall not affect the validity of other provisions of this article that can be given effect without the invalid provision.

801.2. Definitions.

Flag. A sign applied to cloth or similar material attachable by one edge to a pole or rope.

Ground sign. A sign that is supported by structures or supports in or upon the ground and independent of any support from any building or wall.

Location. The broadest of the following: (a) a lot, (b) multiple lots spanned by a single commercial enterprise, organization, or entity, or (c) a shopping center comprised of multiple commercial enterprises.

Minor sign. A sign not exceeding six square foot in sign area and six feet in height.

Off-premises sign. A sign, such as a billboard, which directs attention to an event, activity, business, commodity, service or establishment conducted, sold or offered at a location other than the location on which the sign is erected.

Sign. Any object, device, display, or structure, or part thereof, visible from a public place, a public right-of-way, any parking area or right-of-way open to use by the general public, which is designed and used to attract attention to an institution, organization, business, product, service, event, or location by any means involving letters, words, figures, designs, symbols, logos, colors, illumination, or projected images.

Sign area. The surface area of the face of the sign, all frames, and all other components not used for support. In calculating sign area, exterior dimensions are used and any open space within the sign is included. The sign area of a sign designed to be viewed from two directions shall be the area of the largest sign. Nonetheless, if the two faces of a sign are (a) more than two feet apart, or (b) neither parallel nor at an angle of less than 45 degrees, the area of the sign shall be the total area of all sides.

Sign height. Sign height for ground signs is the distance from the ground to the highest point on the sign or its support structure.

Temporary sign. A temporary sign is either (a) a sign, pennant, valance, banner, feather banner, or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard, plastic, or other light materials with or without frames, intended to be displayed for a short period of time, or (b) a sign, through the use of wheels or otherwise, which is designed to be transported from place to place.

The category of "temporary signs" is not mutually exclusive with other categories. For example, a temporary sign may also be a ground sign. Therefore, a temporary sign must meet the requirements for temporary signs as well as other requirements which apply to the type of sign involved.

Wall sign. A sign with one face attached to or painted upon a wall or other vertical surface of a structure such as a window, marquee, canopy, or awning.

801.3. Sign permit required. Except as provided herein, no sign shall be erected, installed, used, altered, relocated, replaced or reconstructed until a sign permit has been issued. All signs are considered accessory uses and accessory structures.

801.4. Prohibited signs. The following signs are prohibited:

- (a) Off-premises signs.
- (b) Any sign which may be confused with or obstruct the view of a traffic sign or signal.
- (c) Animated signs that rotate, move, or appear to rotate or move, including but not limited to pennants, propellers, and discs. This does not include the hands of a clock or a weather vane.
- (d) Signs that flash, blink, or turn on and off intermittently.
- (e) Glaring signs, signs with moving or changing images, and signs with light sources that constitute a traffic hazard or distraction.
- (f) Signs affixed to a tree, other natural vegetation, rocks, public utility poles, or public signs.
- (g) Window signs that occupy more than 50 percent of the area of a window.
- (h) Signs that obstruct the visibility of intersections or block any door, fire escape, or stairway, or any opening intended for light, air or access to any building.
- (i) Signs erected on public property or within or over a public right-of-way.

801.5. Signs Allowed Without a Permit. The following signs are allowed without a permit in all zoning districts and do not count against the zoning-specific allowances set forth in Section 801.6:

- (a) Plaques, tablets or markers made of granite, bronze or a similar material.
- (b) Flags up to 36 square feet in sign area.
- (c) Three minor signs per lot.
- (d) A ground sign not to exceed 36 square feet in area or six feet in height at each major street entrance to a subdivision.
- (e) Signs attached to gasoline pumps or protective structures adjacent to such pumps provided the sign is not larger than the pump itself.
- (f) Window signs aligned against the top of the window frame on the first floor of a structure that cover up to 50 percent of the area of each window.
- (g) The following temporary signs:
 - (1) Temporary signs not more than six feet in height and 36 feet in sign area on:
 - (i) Any lot for sale or rent, but only until the property is sold or rented;
 - (ii) Any lot with an active building permit during the life of the permit;
 - (iii) Any lot zoned R-1, R-2, R-3, R-4, or R-5 for a period of 60 days.
 - (2) Feather banners not more than 12 feet in height and 36 square feet in area on any lot zoned B-1 or M-1 for a period of 60 days.
- (h) Any sign erected by the town or required by law.

801.6. Signs allowed by Permit.

- (a) R-1, R-2, R-3, R-4, R-5, and PND zoning districts:
 - (1) On a lot with a non-residential use, one ground sign up to six feet in height or one wall sign up to ten feet in height with neither to exceed 36 square feet in area.
 - (2) One temporary sign of not more than six feet in height and 36 square feet in area may be displayed at each residential subdivision entrance for up to two years.
- (b) B-1 and M-1 zoning districts:

- (1) For each location, one ground sign of up to (i) 36 square feet in area, or (ii) one square foot in area for each linear foot of principal building width facing the public right-of-way, whichever is greater.
- (2) For each street frontage of a commercial, industrial, or other enterprise, one wall sign of up to (i) 56 square feet in area, or (ii) two square feet in area for each linear foot of principal building width facing the public right-of-way, whichever is greater.
- (3) Minor signs throughout each location.

(c) Temporary signs. The following temporary signs up to six feet in height and 36 square feet in sign area are allowed by permit and may be displayed for a maximum period of 60 days:

- (1) Temporary signs advertising an event.
- (2) Temporary signs on a vacant lot.
- (3) Temporary signs on a location with a business that is new, closing, or under new management.

801.8. General limitations.

- (a) Height. No sign shall exceed the maximum height for a structure in the relevant zoning classification, no flag shall exceed 75 percent of such maximum height, and no ground sign shall exceed 50 percent of such maximum height.
- (b) Location.
 - (1) No sign may be erected or constructed, in whole or in part, upon or above the highest point of a building with a flat roof, or the lowest portion of a roof for any building with a pitched roof.
 - (2) A ten-foot setback shall be observed for any sign located within 25 feet of a street or public right-of-way. The setback shall be measured from the property boundary to the closest point of the sign.
 - (3) No sign within 100 feet of the boundary of a lot with an existing residential use may be illuminated.
- (c) A temporary sign that is removed may not be replaced by the same or another temporary sign for 60 days.
- (d) All signs and components shall be maintained in good repair and in a safe, clean and attractive condition.
- (e) All signs shall be constructed in compliance with the Virginia Uniform Statewide Building Code. All illuminated signs shall comply with the National Electrical Code.

802. Administration.

802.1. Sign permit applications.

- (a) *Filing of applications; fees.* Applications for sign permits shall be filed by the applicant or his agent with the zoning administrator along with a nonrefundable filing fee.
- (b) *Information required.* Every application shall include the following information:
 - (1) Name, address and telephone number of the applicant.
 - (2) Position of the sign in relation to adjacent lot lines, buildings, sidewalks, streets and intersections.
 - (3) A general description of the proposed sign type, structural design, and construction materials.
 - (4) Purpose of the proposed signs.

- (5) Drawings of the proposed sign with specifications of the height, perimeter, area dimensions, means of support, method of illumination, colors, and any other significant aspect of the proposed sign.
- (6) Size and placement of all existing signs on the lot.
- (7) For temporary signs, the time period during which the applicant seeks to display the proposed sign.
- (8) The relevant principal building width for signs permitted pursuant to Sections 801.6(b)(1)(ii) and 801.6(b)(2)(ii).

(c) The zoning administrator shall review each application and either approve the application, reject the application, or notify the applicant of deficiencies in the application within five business days after receipt. Any application that meets all requirements of this article, the building code, and other applicable laws, regulations, and ordinances shall be approved. If an application is rejected, the zoning administrator shall provide a list of the reasons for the rejection in writing. An application shall be rejected for non-compliance with the terms of the zoning ordinance, building code, or other applicable law, regulation, or ordinance.

(d) Sign permits shall be numbered in the order of issuances and recorded separately from other zoning permits for building or remodeling. The zoning administrator shall maintain a record of all sign permits issued.

(e) If a sign is not constructed within 12 months following the issuance of a sign permit (or within 30 days in the case of a temporary sign permit), the permit shall be void. A permit for a temporary sign shall state its duration. The town may revoke a sign permit under any of the following circumstances:

- (1) The town determines that information in the application was materially false or misleading.
- (2) The sign as installed does not conform to the sign permit application.
- (3) The sign violates the zoning ordinance, building code, or other applicable law, regulation, or ordinance.

802.2. Nonconforming signs. Any sign lawfully in existence on the effective date of this article that does not conform to the provisions herein, and any sign that is accessory to a nonconforming use, shall be deemed a legally nonconforming sign. The restoration and replacement of legally nonconforming signs shall be governed by appendix A, article VI, section 607 of the town code.

802.3. Special exceptions: Upon proper application and after following the process described in chapter 703 of article VII, the town council may grant a special use permit authorizing a sign which would otherwise be prohibited by this article. The permit may contain such conditions as the town council deems proper.

Ordinance No. 2026-__

**AN ORDINANCE AMENDING ARTICLE VIII OF APPENDIX A OF THE TOWN
CODE OF THE TOWN OF LURAY, VIRGINIA**

WHEREAS, Appendix A of the Town Code currently sets forth the zoning ordinance that applies to property within the Town; and

WHEREAS, textual amendments to Articles VIII of Appendix A have been proposed that would simplify and streamline provisions regarding signs while expanding and standardizing sign allowances in a responsible manner within the Town; and

WHEREAS, the Town Planning Commission conducted a duly-advertised public hearing on the proposed amendments and has provided a recommendation to the Town Council; and

WHEREAS, the Town Council has conducted a duly-advertised public hearing and wishes to adopt the proposed amendments.

NOW, THEREFORE, be it ordained by the Council of the Town of Luray, Virginia, as follows:

1. Article VIII of Appendix A of the Town Code is hereby amended and readopted as shown in Exhibit A.
2. This Ordinance shall take effect immediately.

Adopted: February 9, 2026

Mayor

CERTIFICATE

I certify that I am the Clerk of the Town of Luray, Virginia, and that the foregoing is a true copy of an Ordinance adopted by the Council of the Town of Luray, Virginia, on February 9, 2026, upon the following vote:

NAME	AYE	NAY	ABSTAIN	ABSENT
Mayor Lillard ¹				
Ron Vickers				
Jerry Dofflemyer				
Ryan Dean				
Jason Pettit				
Joey Sours				
Charles Butler, Jr.				

Date: February 9, 2026

[SEAL]

ATTEST: _____

Clerk, Town Council of
Town of Luray, Virginia

¹ Votes only in the event of a tie.

ARTICLE VIII. SIGNS

801. General provisions.

801.1. *Purpose and intent:* The purpose of this article is to regulate the size, location, height and construction of all signs placed on private property for public observance; to protect the public health, safety, convenience and general welfare; to facilitate the creation of a convenient, attractive and harmonious community; and to protect property values, and to further the urban design and economic development objective of the town's comprehensive plan. To these ends, these regulations are intended to promote signs that are:

- (a) Compatible with the landscape/streetscape and architecture of surrounding buildings, including historic sites and structure;
- (b) Legible and appropriate to the activity to which they pertain;
- (c) Not distracting to motorists; and
- (d) Constructed and maintained in a structurally sound and attractive condition.

This article shall be interpreted in a manner consistent with the First Amendment of the United States Constitution. If any provision of this article is found to be invalid, such finding shall not affect the validity of other provisions of this article that can be given effect without the invalid provision.

801.2. Definitions. The following definitions apply throughout this article:

Animated sign. A sign or part of a sign that is designed to rotate, move, or appear to rotate or move. This definition does not include the hands of a clock, a weather vane, or feather banners.

Artistic mural. A work of art (as a painting) applied to and made integral with a building wall that is prepared by a skilled artist and shows imaginative skill in arrangement or execution.

Awning sign. A sign placed, painted or printed directly on the surface of an awning.

Canopy sign. A sign attached or otherwise affixed to a canopy.

Changeable copy sign. A sign or part of a sign that is designed so that characters, letters or illustrations can be changed or rearranged without altering the face or surface of the sign.

Commercial, office, or industrial center. A lot of at least two acres in size on which there are five or more businesses, or any lot with business or industrial zoning of at least five acres in size.

Feather banner. A vertical portable sign with a fabric sign wrapped around a harpoon-style pole or staff driven into the ground for support.

Flag. A sign applied to cloth or similar material attachable by one edge to a pole or rope.

Flashing sign. A sign that includes lights which flash, blink, or turn on and off intermittently.

Ground-mounted sign. A sign that is supported by structures or supports in or upon the ground and independent of any support from any building or wall.

Illuminated sign. A sign illuminated in any manner by an artificial light source, whether internally or externally lit, including neon.

Institutional bulletin board sign. A sign containing a surface upon which is displayed information about an institution and/or its service.

Location. The broadest of the following: (a) a lot, (b) multiple lots spanned by a single commercial enterprise, organization, or entity, or (c) a shopping center comprised of multiple commercial enterprises.

Commented [JB1]: These are now included within the definition of wall signs.

Commented [JB2]: These are now within the definition of a temporary sign.

Commented [JB3]: I've added this definition to simplify the provisions regarding sign allowance in the B-1 and M-1 districts.

Marquee. A permanent structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against the weather.

Marquee sign. A sign attached to and made part of a marquee or any other similar projection from a building with changeable, fixed or both types of lettering in use.

Commented [JB4]: Now within the definition of wall sign.

Minor sign. A sign not exceeding four square foot in sign area and four feet in height.

Monument sign. A sign affixed to a structure built on grade in which the sign and structure are an integral part of one another and is not a pole sign.

Commented [JB5]: These and pole signs are now within the definition of ground signs.

Off-premises sign. A sign, such as a billboard, which directs attention to an event, activity, business, commodity, service or establishment conducted, sold or offered at a location other than the premises location on which the sign is erected.

Pole sign. A sign mounted on one or more freestanding poles.

Commented [JB6]: This falls within the definition of ground sign, so I've removed this separate definition for simplicity and ease of use.

Portable sign. Any sign not affixed to a building, structure, vehicle, or the ground. It does not include a flag.

Principal structure. The structure occupying the same or greater square footage on a lot when compared to other structures located on the same lot.

Projecting sign. Any sign, other than a wall, awning or marquee sign, which is affixed to a building and supported only by bracketing to the surface on which it is mounted.

Roof sign. A sign erected or constructed, in whole or in part, upon or above the highest point of a building with a flat roof, or the lowest portion of a roof for any building with a pitched roof.

Sandwich board sign. A non illuminated sign constructed by connecting two sides in a triangular shape that is self supporting. Such signs may be constructed as a standard "A" or an inverted "T" frame method.

Commented [JB7]: This falls within the definition of ground sign, so I've removed this separate term for simplicity and ease of use.

Sign. Any object, device, display, or structure, or part thereof, visible from a public place, a public right-of-way, any parking area or right-of-way open to use by the general public, which is designed and used to attract attention to an institution, organization, business, product, service, event, or location by any means involving device employing letters, words, figures, designs, symbols, fixtures, logos, colors, illumination, or projected images etc. used or intended to attract the attention of the public from streets, sidewalks, or other outside public right of ways. For the purposes of this article, the term "sign" includes all structural members.

Sign area. The surface face area encompassed within any regular geometric figure, e.g. (square, rectangle, circle, triangle), which would enclose all parts of the sign, excluding structural supports. Sign area includes the area of enclosing the face of the sign, all frames, and all other components not used for support. In calculating sign area, exterior dimensions are used and any open space within the sign is included. The sign area of a sign designed to be viewed from two directions shall be the area of the largest sign. Nonetheless, if the two faces of a sign are (a) more than two feet apart, or (b) neither parallel nor at an angle of less than 45 degrees, the area of the sign shall be the total area of all sides.

Sign height. Sign height is the distance from the ground to the highest point on the sign or its support structure.

(4) Sign area of a sign with two faces shall be computed as follows:

a. Both sides of a sign having two faces shall be included in computing area if the sides separated by an interior angle of 45 degrees or greater.

b. Sign faces separated by an interior angle of less than 45 degrees, one sign face shall be included, provided, however, the area of the largest sign face shall be used when two faces are unequal in area.

Temporary sign. A temporary sign is either (a) a sign, pennant, valance, or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard, plastic, or other light materials with or without frames, intended to be displayed for a short period of time, or (b) a sign, through the use of wheels or otherwise, which is designed to be transported from place to place.

This definition does not include flags. The category of "temporary signs" is not mutually exclusive with other categories. For example, a temporary sign may also be a ground-mounted sign. Therefore, a temporary sign must meet the requirements for temporary signs as well as other requirements which apply to the type of sign involved.

Wall sign. A sign with one face attached to or painted upon a wall, or other painted on or against a flat vertical surface of a structure such as a marquee, canopy, or awning, which displays only one advertising surface.

Window sign. A sign visible outside a window and attached to or within one foot in front of or behind the interior surface of a window or door.

801.3. Sign permit required. Except as provided herein, no sign shall be erected, installed, used, altered, relocated, replaced or reconstructed until a sign permit or zoning permit has been issued (and a certificate of appropriateness, if applicable). For the purpose of this ordinance, all signs are considered accessory uses and accessory structures.

801.4. Prohibited signs. The following signs are prohibited:

- (a) Off-premises signs.
- (b) Portable signs, including signs displayed on a stationary vehicle.
- (c) Changeable copy signs with the following exception, any lot on which there is a gas station or movie theater may have a sign with changeable copy area up to 20 square feet or 50 percent of the total sign area, whichever is less. In such cases, this allowance shall not count against signage allowed in sections 801.5 and 801.6.
- (d) Any sign which may be confused with or obstruct the view of a traffic sign or signal.
- (e) Animated signs that rotate, move, or appear to rotate or move, including but not limited to pennants, propellers, and discs. This does not include the hands of a clock or a weather vane, including but not limited to pennants, propellers, and discs.
- (f) Flashing signs that includes lights which flash, blink, or turn on and off intermittently.
- (g) Glaring signs or signs with light sources that constitute a traffic hazard or distraction.
- (h) Roof signs.
- (i) Signs affixed to a tree, other natural vegetation, rocks, public utility poles, or public signs.
- (j) Signs that obstruct the visibility of intersections or block any window, door, fire escape, or stairway, or any opening intended for light, air or access to any building.
- (k) Signs erected on public property or within or over a public right-of-way or on public land.

Commented [JB8]: I've suggested removing this prohibition due to the difficulty in application. As drafted, commercial vehicles displaying company info and personal vehicles with bumper stickers and decals would potentially be prohibited.

Commented [JB9]: I've suggested removing this prohibition since (1) these signs would only be permitted in B-1 and M-1; and (2) the exception for gas stations and movie theaters comprises almost all of the potential uses in those districts.

Commented [JB10]: This is now covered by the restriction on location specified in Sec. 801.8.

801.5. Allowed signs. Allowed Without a Permit. The following signs are allowed without a permit in all zoning districts and do not count against the zoning-specific allowances set forth in Section 801.6. This section governs what signs are allowed in each zoning classification.

- (a) Signs allowed in all zoning districts without a sign permit.
 - (1) Plaques, tablets or markers made of granite, bronze or a similar material.
 - (2) Flags up to 25x6 square feet in sign area.
 - (3) Three minor signs per lot placed at least ten feet away from the curb of any abutting street.
 - (4) Any sign that is not visible beyond the boundaries of the lot or parcel upon which it is located and cannot be viewed from any public right-of-way.

Commented [JB11]: I've tried to create consistency regarding sign allowances and time period throughout the ordinance for simplicity and ease of use. Whenever possible, I've used 25 feet for sign area and 60 days for display.

(d5) A ground sign not to exceed 25 square feet in area or six feet in height at each major street entrance to a subdivision.

(e) One signs attached to gasoline pumps or protective structures adjacent to such pumps provided the sign is not larger than the pump itself. an existing ground mounted sign on any lot where vehicle safety inspections are performed. Signs authorized by this subsection shall not exceed ten square feet in sign area and shall not exceed the height of any adjoining ground mounted sign.

(f) Any sign erected by the town or required by law.

(f7) The following temporary signs not more than four feet in height and 25 square feet in sign area:

(1)a. On any lot for sale or rent, one sign of not more than six square feet in sign area any lot for sale or rent for residential districts or 16 square feet in sign area in commercial/industrial districts. Temporary signs authorized by this subsection shall not exceed six feet in height and shall be removed within 30 days of the settlement or lease of the property, but only until the property is sold or rented.

(2)b. On any property with an active building permit, one temporary sign of not more than eight feet in height and 12 square feet in sign area any lot with an active building permit. Signs authorized under this subsection shall be removed within 14 days following completion of construction.

c. On residential property, one or more temporary signs with a total area of no more than eight square feet, and which are removed within 90 days after being erected.

d. Temporary window signs on the first floor of a structure that cover no more than 50 percent of the window area. Such signs shall not remain in place for more than eight weeks.

(3) On any lot zoned R-1, R-2, R-3, R-4, or R-5 for a period of 60 days.

(g) Window signs on the first floor of a structure covering up to half of the window area.

(h) (6) Any sign erected by the town or required by law.

801.6. (b) Signs allowed by Permit.

(a) R-1, R-2, R-3, R-4, R-5, and PND zoning districts; Residential districts; signs allowed with a sign permit.

(1) The following signs are allowed as accessory to residential uses in residential districts:

(1) a. Single family and two family dwellings: None except for signs allowed in sections 801.5(a) and 801.6.

b. Residential developments: At subdivision entrances, a monument sign may be erected and may be illuminated by white light with the maximum sign area determined as follows:

1. Development of 20 units or less: One sign, not to exceed 16 square feet in area or six feet in height, at each major street entrance.

2. Development of 21 units or more: One sign at each major street entrance not to exceed 25 square feet in area or six feet in height.

3. Where signs are incorporated as part of a monument entrance structure, such as a gateway, archway or freestanding entry columns, the lettering or signage incorporated therein may be physically divided and still considered as one entrance sign. The total of all lettering or signage shall not exceed the maximum allowed in this section.

(2) On a lot with a ~~The following signs are allowed as accessory to non-residential use, ~~s in residential districts or~~~~

a. One ~~pole~~ ~~ground~~ sign up to ~~four~~ eight feet in height or one wall sign up to ten feet in height with neither to exceed 25 square feet in area.

(2) One temporary sign of not more than four feet in height and 25 square feet in area may be displayed at each residential subdivision entrance for up to two years. b. An institutional bulletin board sign which may be illuminated by white light.

(be) B-1 zoning district: Business and industrial zoning districts; signs allowed with a sign permit.

(1) (1) General regulations.

a. No sign may be illuminated that is erected within 100 feet of the principal structure of an existing residential use or the boundary of a residential zoning district.

b. Pole signs and monument signs must have a minimum setback of five feet from any public right of way, service driveway, or entrance.

(2) In addition to the signs allowed in sections 801.5(a) and 801.6, a maximum of three signs may be erected on each lot within a business or industrial district with the following exceptions:

Any combination of ground and wall signs with total sign area of up to ~~100~~ square feet per location.

(2) One ground sign for each location and one wall sign for each separate commercial or other enterprise.

(3) Minor signs throughout each location.

a. Lots occupied by multiple businesses.

1. Each business with a dedicated exterior entrance may erect two signs, except that a business on a corner unit facing a street or parking lot may erect three signs.

2. Each business that shares an entrance may erect one wall sign of up to four square feet in area.

3. One pole directory sign of up to four square feet in area may be erected so long as there is no other pole sign on the same street frontage or zoning lot.

4. Where tenant spaces are recessed under a canopied walkway, one additional double faced projecting sign of up to four square feet may be erected under the canopy adjacent to the main entry of the individual tenant.

b. Lots on which there is a commercial, office, or industrial center.

1. A maximum of two pole signs, one for each street or highway frontage, which may not exceed 20 feet in height and 150 square feet in area with a minimum setback of 15 feet.

2. Two projecting signs projecting up to ten feet may be erected for each principal structure. Sign area may be up to two square feet for each linear foot of building width to which the sign is attached subject to a maximum of 100 square feet.

3. Two wall signs may be erected for each principal structure. Sign area may be up to two square feet for each linear foot of building width to which the sign is attached subject to a maximum of 150 square feet. No wall sign shall exceed 25 feet in height or the lowest part of roof, whichever is lowest.

4. Two awning, canopy, or marquee signs may be erected for each principal structure. Sign area may be up to two square feet for each linear foot of building width to which the sign is attached subject to a maximum of 100 square feet.

(c) M-1 zoning district:

- (1) Any combination of ground and wall signs with total sign area of up to 200 square feet per location.
- (2) One ground sign for each location and one wall sign for each separate commercial or other enterprise.
- (3) Minor signs throughout each location.

(d) Temporary signs. The following temporary signs up to four feet in height and 25 square feet in sign area are allowed by permit and may be displayed for a maximum period of 60 days: (1) General regulations.

- (1) Temporary signs advertising an annual event.
- (2) Temporary signs on a vacant lot.
 - (3) Temporary signs on a location with a business that is new, closing, or under new management. a. No sign may be illuminated that is erected within 100 feet of the principal structure of an existing residential use or the boundary of a residential zoning district.
b. Pole signs and monument signs must have a minimum setback of five feet from any public right of way, service driveway, or entrance.
- (2) In addition to the signs allowed in sections 801.5(a) and 801.6, a maximum of three signs may be erected on each lot within a business or industrial district with the following exceptions:

801.6. Temporary signs allowed by Permit:

(a) —

e. Temporary signs advertising an event which occurs not more than one time per calendar year not exceeding 12 square feet in sign area may be displayed a maximum of seven days before the event and removed two days after the event.

On a vacant lot, temporary signs up to 20 square feet in sign area may be displayed for one continuous period of up to 45 days in each calendar year.

(b) On a lot on which there is a business that is new, closing, under new management, or conducting a special event, temporary signs may be attached to an existing principal structure or sign pole, shall not exceed 20 square feet in area, and may be displayed for one continuous 45 day period in each calendar year. In addition, one feather banner of not more than 14 feet in length may be displayed for up to 30 days.

(c) For each residential subdivision entrance, one temporary sign of not more than eight feet in height and 16 square feet in area may be erected for a period of two years.

(d) A maximum of two sandwich board signs with neither side of each sign to exceed seven square feet in sign area. Such signs may not impede pedestrian traffic or intersection visibility and must be removed at the close of business hours.

801.8. General Sign requirements/limitations. The following standards apply throughout this article except where alternate specifications are expressly provided.

- (a) Height. No sign shall exceed the maximum height for a structure in the relevant zoning classification and no ground sign shall exceed 50 percent of such maximum height.
- (b) Location.

(1) No sign may be erected or constructed, in whole or in part, upon or above the highest point of a building with a flat roof, or the lowest portion of a roof for any building with a pitched roof.

(2) A ten-foot setback shall be observed for any sign located within 25 feet of a street or public right-of-way. The setback shall be measured from the property boundary to the closest point of the sign.

(3) No sign within 100 feet of the boundary of a lot with an existing residential use may be illuminated.

(2) Permanent window signs: Permanent window signs shall be limited in area to 25 percent of the window area or 25 square feet, whichever is less. (c) A temporary sign that is removed may not be replaced by the same or another temporary sign for 60 days.

(4) Maximum size: One square foot for each linear foot of building width on the side to which the sign will be attached subject to a maximum of 56 square feet. Artistic murals may not exceed 25 square feet.

(a) Standards applicable to all signs.

(1) The height of a sign shall be measured from the ground to the highest point on the sign or its support structure. The setback shall be measured from the property boundary to the closest point of the sign.

(2) No sign shall have more than two faces.

(3) Sign area includes the area enclosing the face of the sign, all frames, and all other components not used for support.

(4) Sign area of a sign with two faces shall be computed as follows:

a Both sides of a sign having two faces shall be included in computing area if the sides separated by an interior angle of 45 degrees or greater.

b Sign faces separated by an interior angle of less than 45 degrees, one sign face shall be included, provided, however, the area of the largest sign face shall be used when two faces are unequal in area.

(d) All signs and components shall be maintained in good repair and in a safe, clean and attractive condition.

(e) All signs shall be constructed in compliance with the Virginia Uniform Statewide Building Code. All illuminated signs shall comply with the National Electrical Code.

(b) Pole signs.

(1) Lot frontage and size requirements. Pole signs up to a maximum allowable size of 36 square feet shall be permitted on lots with 100 feet or more of lot width. Where a lot has less than 100 feet of width, a pole sign shall not exceed 32 square feet in size.

(2) Minimum clearance. Where a pole sign is located within 25 feet of an intersecting developed street, or town-maintained alley, a minimum ten foot clearance from the ground to the bottom of the sign shall be provided.

(3) Maximum height. 15 feet or the height of the principal structure, whichever is less.

(4) Foundation requirements. The foundation of a pole sign shall be constructed of wood, masonry, or other appropriate materials. The foundation shall be a minimum of two feet in height, and be included in overall pole sign height calculation.

(c) Projecting signs.

- (1) *Frontage requirements: 18 feet of ground level frontage.*
- (2) *Angle of projection: 90 degrees.*
- (3) *Limit on projection: Six feet.*
- (4) *Projection over right of way: No sign shall project over a public right of way.*
- (5) *Minimum clearance: Nine feet.*
- (6) *Maximum height: 14 feet or the lowest point of the roof, whichever is lower.*
- (7) *Maximum size: One square foot for each linear foot of building width to which the sign will be attached subject to a maximum of 16 square feet.*

(d) *Wall signs.*

- (1) *Maximum height: 20 feet or the lowest point of the roof, whichever is lower.*
- (2) *Limit on projection: One foot.*
- (3) *Permanent window signs: Permanent window signs shall be limited in area to 25 percent of the window area or 25 square feet, whichever is less.*
- (4) *Maximum size: One square foot for each linear foot of building width on the side to which the sign will be attached subject to a maximum of 50 square feet. Artistic murals may not exceed 25 square feet.*

(e) *Awning, canopy and marquee signs.*

- (1) *Location: Parallel to the face and not projecting above or below the face of the awning, canopy or marquee.*
- (2) *Maximum projection: One foot of the vertical placement of curves without interfering with or obstructing pedestrian or vehicular traffic.*
- (3) *Maximum size: One square foot for each linear foot of awning or canopy subject to a maximum of ten square feet.*

(f) *Monument signs.*

- (1) *Lot frontage and size requirements: Monument signs up to 36 square feet are allowed on lots with 100 feet or more of lot width. Where a lot has less than 100 feet of width, a monument sign may not exceed 32 square feet.*
- (2) *Minimum clearance: A ten foot setback shall be observed for a monument sign located within 25 feet of an intersecting street or public right of way.*
- (3) *Maximum height: Six feet not including the foundation.*
- (4) *Foundation: Must be constructed of wood, masonry, or other appropriate materials and shall be between two and three feet in height.*

802. Administration.

802.1. Sign permit applications.

- (a) *Filing of applications; fees.* Applications for sign permits shall be filed by the applicant or his agent with the zoning administrator along with a nonrefundable filing fee.
- (b) *Information required.* Every application shall include the following information:
 - (1) Name, address and telephone number of the applicant.
 - (2) Position of the sign in relation to adjacent lot lines, buildings, sidewalks, streets and intersections.

- (3) A general description of the proposed sign type, structural design, and construction materials.
- (4) Purpose of the proposed signs.
- (5) Drawings of the proposed sign with specifications of the height, perimeter, area dimensions, means of support, method of illumination, colors, and any other significant aspect of the proposed sign.
- (6) Size and placement of all existing signs on the lot.
- (7) For temporary signs, the time period during which the applicant seeks to display the proposed sign.

(c) The zoning administrator shall review each application and either approve the application, reject the application, or notify the applicant of deficiencies in the application within five business days after receipt. Any application that meets all requirements of this article, the building code, and other applicable laws, regulations, and ordinances shall be approved. If an application is rejected, the zoning administrator shall provide a list of the reasons for the rejection in writing. An application shall be rejected for non-compliance with the terms of the zoning ordinance, building code, or other applicable law, regulation, or ordinance.

(d) Sign permits shall be numbered in the order of issuances and recorded separately from other zoning permits for building or remodeling. The zoning administrator shall maintain a record of all sign permits issued.

(e) If a sign is not constructed within 12 months following the issuance of a sign permit (or within 30 days in the case of a temporary sign permit), the permit shall be void. A permit for a temporary sign shall state its duration. The town may revoke a sign permit under any of the following circumstances:

- (1) The town determines that information in the application was materially false or misleading.
- (2) The sign as installed does not conform to the sign permit application.
- (3) The sign violates the zoning ordinance, building code, or other applicable law, regulation, or ordinance.

(f) ~~Any decision made by the zoning administrator while interpreting or enforcing this article may be appealed to the board of zoning appeals.~~

802.2. Sign maintenance and removal.

(a) ~~Any sign not kept in a reasonably good state of repair shall be put in a safe and good state of repair within 30 days of a written notice to the owner and permit holder.~~

(b) ~~Any sign that poses an immediate or imminent hazard to life or property may be immediately removed. All costs associated with the removal or repair shall be reimbursed by the owner of the premises or the owner of the sign.~~

(c) ~~Covering of unused sign frames/structures. When a sign face is removed due to the cessation of the activity to which the sign relates, such as a business closure, the property owner shall cover the sign frame with an approved material within 30 calendar days.~~

802.23. Nonconforming signs.

~~(a) Any sign lawfully in existence on the effective date of this article that does not conform to the provisions herein, and any sign that is accessory to a nonconforming use, shall be deemed a legally nonconforming sign and may remain. The restoration and replacement of legally nonconforming signs shall be governed by appendix A, article VI, section 607 of the town code.~~

~~Nonconforming signs shall not be extended or structurally reconstructed or altered in any manner except that a sign face may be changed on a one-time basis so long as the new face does not exceed the height and sign area of the old sign face. If there are multiple nonconforming sign(s) on a property, the~~

~~owner may elect to permanently remove one or more signs in exchange for a sign face change to a remaining nonconforming sign. In that case, the sign face change shall not count against the one-time change allowed in this section and shall be made within 14 days of permit approval.~~

- ~~(b) Damage or destruction of nonconforming sign. A nonconforming sign which is destroyed or damaged to an extent exceeding 50 percent of its area may not be reconstructed but may be replaced with a sign that is in full accordance with the provisions of this article.~~
- ~~(c) Removal of obsolete nonconforming signs. Within 15 days after the issuance of a written notice from the town, the owner shall remove any nonconforming sign or sign structure accessory to a use which has been discontinued for a period of two years or more.~~

802.34. Special exceptions: Upon proper application and after following the process described in chapter 703 of article VII, the town council may grant a special use permit authorizing a sign which would otherwise be prohibited by this article. The permit may contain such conditions as the town council deems proper.

(Ord. of 8-8-2016(1))

ARTICLE VIII. SIGNS

801. General provisions.

801.1. Purpose and intent: The purpose of this article is to regulate the size, location, height and construction of all signs placed on private property for public observance; to protect the public health, safety, convenience and general welfare; to facilitate the creation of a convenient, attractive and harmonious community; and to protect property values. This article shall be interpreted in a manner consistent with the First Amendment of the United States Constitution. If any provision of this article is found to be invalid, such finding shall not affect the validity of other provisions of this article that can be given effect without the invalid provision.

801.2. Definitions.

Flag. A sign applied to cloth or similar material attachable by one edge to a pole or rope.

Ground sign. A sign that is supported by structures or supports in or upon the ground and independent of any support from any building or wall.

Location. The broadest of the following: (a) a lot, (b) multiple lots spanned by a single commercial enterprise, organization, or entity, or (c) a shopping center comprised of multiple commercial enterprises.

Minor sign. A sign not exceeding ~~sixfour~~ square foot in sign area and ~~sixfour~~ feet in height.

Off-premises sign. A sign, such as a billboard, which directs attention to an event, activity, business, commodity, service or establishment conducted, sold or offered at a location other than the location on which the sign is erected.

Sign. Any object, device, display, or structure, or part thereof, visible from a public place, a public right-of-way, any parking area or right-of-way open to use by the general public, which is designed and used to attract attention to an institution, organization, business, product, service, event, or location by any means involving letters, words, figures, designs, symbols, logos, colors, illumination, or projected images.

Sign area. The surface area of the face of the sign, all frames, and all other components not used for support. In calculating sign area, exterior dimensions are used and any open space within the sign is included. The sign area of a sign designed to be viewed from two directions shall be the area of the largest sign. Nonetheless, if the two faces of a sign are (a) more than two feet apart, or (b) neither parallel nor at an angle of less than 45 degrees, the area of the sign shall be the total area of all sides.

Sign height. Sign height for ground signs is the distance from the ground to the highest point on the sign or its support structure.

Temporary sign. A temporary sign is either (a) a sign, pennant, valance, banner, feather banner, or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard, plastic, or other light materials with or without frames, intended to be displayed for a short period of time, or (b) a sign, through the use of wheels or otherwise, which is designed to be transported from place to place.

The category of "temporary signs" is not mutually exclusive with other categories. For example, a temporary sign may also be a ground sign. Therefore, a temporary sign must meet the requirements for temporary signs as well as other requirements which apply to the type of sign involved.

Wall sign. A sign with one face attached to or painted upon a wall or other vertical surface of a structure such as a window, marquee, canopy, or awning.

801.3. Sign permit required. Except as provided herein, no sign shall be erected, installed, used, altered, relocated, replaced or reconstructed until a sign permit has been issued. All signs are considered accessory uses and accessory structures.

801.4. Prohibited signs. The following signs are prohibited:

- (a) Off-premises signs.
- (b) Any sign which may be confused with or obstruct the view of a traffic sign or signal.
- (c) Animated signs that rotate, move, or appear to rotate or move, including but not limited to pennants, propellers, and discs. This does not include the hands of a clock or a weather vane.
- (d) Signs that flash, blink, or turn on and off intermittently.
- (e) Glaring signs, signs with moving or changing images, and signs with light sources that constitute a traffic hazard or distraction.
- (f) Signs affixed to a tree, other natural vegetation, rocks, public utility poles, or public signs.
- (g) Window signs that occupy more than 50 percent of the area of a window.
- (h) Signs that obstruct the visibility of intersections or block any window, door, fire escape, or stairway, or any opening intended for light, air or access to any building.
- (i) Signs erected on public property or within or over a public right-of-way.

801.5. Signs Allowed Without a Permit. The following signs are allowed without a permit in all zoning districts and do not count against the zoning-specific allowances set forth in Section 801.6:

- (a) Plaques, tablets or markers made of granite, bronze or a similar material.
- (b) Flags up to 3625 square feet in sign area.
- (c) Three minor signs per lot.
- (d) A ground sign not to exceed 3625 square feet in area or six feet in height at each major street entrance to a subdivision.
- (e) Signs attached to gasoline pumps or protective structures adjacent to such pumps provided the sign is not larger than the pump itself.
- (f) Window signs aligned against the top of the window frame on the first floor of a structure that cover up to 50 percent of the area of each window.
- (g) The following temporary signs:
 - (1) Temporary signs not more than six feet in height and 36 feet in sign area on:
 - (i) Any lot for sale or rent, but only until the property is sold or rented;
 - (ii) Any lot with an active building permit during the life of the permit;
 - (iii) Any lot zoned R-1, R-2, R-3, R-4, or R-5 for a period of 60 days.
 - (2) Feather banners not more than 12 feet in height and 36 square feet in area on any lot zoned B-1 or M-1 for a period of 60 days.
- (h) Any sign erected by the town or required by law.

801.6. Signs allowed by Permit.

- (a) R-1, R-2, R-3, R-4, R-5, and PND zoning districts:
 - (1) On a lot with a non-residential use, one ground sign up to sixfour feet in height or one wall sign up to ten feet in height with neither to exceed 3625 square feet in area.
 - (2) One temporary sign of not more than sixfour feet in height and 3625 square feet in area may be displayed at each residential subdivision entrance for up to two years.
- (b) B-1 and M-1 zoning districts:

- (1) For each location, one ground sign of up to (i) 36 square feet in area, or (ii) one square foot in area for each linear foot of principal building width facing the public right-of-way, whichever is greater.
- (2) For each street frontage of a commercial, industrial, or other enterprise, one wall sign of up to (i) 56 square feet in area, or (ii) two square feet in area for each linear foot of principal building width facing the public right-of-way, whichever is greater.
- (3) Minor signs throughout each location.

(c) Temporary signs. The following temporary signs up to sixfour feet in height and 3625 square feet in sign area are allowed by permit and may be displayed for a maximum period of 60 days:

- (1) Temporary signs advertising an annual event.
- (2) Temporary signs on a vacant lot.
- (3) Temporary signs on a location with a business that is new, closing, or under new management.

801.8. General limitations.

- (a) Height. No sign shall exceed the maximum height for a structure in the relevant zoning classification, no flag shall exceed 75 percent of such maximum height, and no ground sign shall exceed 50 percent of such maximum height.
- (b) Location.
 - (1) No sign may be erected or constructed, in whole or in part, upon or above the highest point of a building with a flat roof, or the lowest portion of a roof for any building with a pitched roof.
 - (2) A ten-foot setback shall be observed for any sign located within 25 feet of a street or public right-of-way. The setback shall be measured from the property boundary to the closest point of the sign.
 - (3) No sign within 100 feet of the boundary of a lot with an existing residential use may be illuminated.
- (c) A temporary sign that is removed may not be replaced by the same or another temporary sign for 60 days.
- (d) All signs and components shall be maintained in good repair and in a safe, clean and attractive condition.
- (e) All signs shall be constructed in compliance with the Virginia Uniform Statewide Building Code. All illuminated signs shall comply with the National Electrical Code.

802. Administration.

802.1. Sign permit applications.

- (a) *Filing of applications; fees.* Applications for sign permits shall be filed by the applicant or his agent with the zoning administrator along with a nonrefundable filing fee.
- (b) *Information required.* Every application shall include the following information:
 - (1) Name, address and telephone number of the applicant.
 - (2) Position of the sign in relation to adjacent lot lines, buildings, sidewalks, streets and intersections.
 - (3) A general description of the proposed sign type, structural design, and construction materials.
 - (4) Purpose of the proposed signs.

- (5) Drawings of the proposed sign with specifications of the height, perimeter, area dimensions, means of support, method of illumination, colors, and any other significant aspect of the proposed sign.
- (6) Size and placement of all existing signs on the lot.
- (7) For temporary signs, the time period during which the applicant seeks to display the proposed sign.
- (8) The relevant principal building width for signs permitted pursuant to Sections 801.6(b)(1)(ii) and 801.6(b)(2)(ii).

(c) The zoning administrator shall review each application and either approve the application, reject the application, or notify the applicant of deficiencies in the application within five business days after receipt. Any application that meets all requirements of this article, the building code, and other applicable laws, regulations, and ordinances shall be approved. If an application is rejected, the zoning administrator shall provide a list of the reasons for the rejection in writing. An application shall be rejected for non-compliance with the terms of the zoning ordinance, building code, or other applicable law, regulation, or ordinance.

(d) Sign permits shall be numbered in the order of issuances and recorded separately from other zoning permits for building or remodeling. The zoning administrator shall maintain a record of all sign permits issued.

(e) If a sign is not constructed within 12 months following the issuance of a sign permit (or within 30 days in the case of a temporary sign permit), the permit shall be void. A permit for a temporary sign shall state its duration. The town may revoke a sign permit under any of the following circumstances:

- (1) The town determines that information in the application was materially false or misleading.
- (2) The sign as installed does not conform to the sign permit application.
- (3) The sign violates the zoning ordinance, building code, or other applicable law, regulation, or ordinance.

802.2. Nonconforming signs. Any sign lawfully in existence on the effective date of this article that does not conform to the provisions herein, and any sign that is accessory to a nonconforming use, shall be deemed a legally nonconforming sign. The restoration and replacement of legally nonconforming signs shall be governed by appendix A, article VI, section 607 of the town code.

802.3. Special exceptions: Upon proper application and after following the process described in chapter 703 of article VII, the town council may grant a special use permit authorizing a sign which would otherwise be prohibited by this article. The permit may contain such conditions as the town council deems proper.

516. Accessory dwelling structures.

- (a) Accessory dwelling structures are allowable only by special use permit.
- (b) Only one accessory dwelling structure allowable per lot.
- (c) The accessory dwelling structure must be a detached structure located on the same lot of the primary dwelling and meet all setback requirements for accessory structures.
- (d) Reserved.
- (e) The accessory dwelling structure is required to meet all relevant building codes and contain provisions for sleeping, cooking, and sanitation. ADS's shall meet Virginia's Uniform Statewide Building Code's definition of a dwelling.
- (f) The accessory dwelling structure must have a dedicated single off-street parking space measuring a minimum of ten feet by 20 feet size.
- (g) The property owner must reside in either the primary residence or accessory dwelling structure.
- (h) No more than two individuals shall reside in an accessory dwelling structure at any given time.
- (i) Unless the ADS is proposed for an existing garage or existing accessory structure constructed before the date of adoption, the interior floor areas of an accessory dwelling structure shall not exceed 50 percent of the interior floor area of the lot's primary dwelling, or exceed 900 square feet of interior floor area, whichever number is less. Interior floor area calculations shall exclude attached carports, decks, etc. The accessory dwelling structure height shall not exceed that of the main structure. The applicant shall provide both sets of dimensions with their application.
- (j) An accessory dwelling structure shall not be utilized as a short-term rental unit.
- (k) Each accessory dwelling structure must have an independent address posted on the structure.
- (l) The accessory dwelling structure is required to conform to additional regulations as recommended by the town's planning commission, and required by the town council.

(Ord. of 5-11-2009(1), § 1; Ord. of 2-14-2011; Ord. of 10-10-2023)

Editor's note(s)—An Ord. adopted October 10, 2023, amended the title of § 516 by changing "units" to "structures."

ACCESSORY DWELLING UNITS

- CONVERT EXISTING STRUCTURE VS NEW CONSTRUCTION
- ADD TO ADDITIONAL ZONING DISTRICTS (R2, R4)
- SUP REQUIRED
- PROPERTY OWNER LIVES IN PRIMARY STRUCTURE OR ADU
- 10,000 SQ FT LOT MINIMUM (MULTIPLE LOTS)
- CAN NOT SUBDIVIDE
- IF LOT SUBDIVISION IS AN OPTION & PROPERTY OWNER WANTS TO SELL THE ADU IN FUTURE, MUST VACATE SUP AND PROVIDE SEPARATE UTILITES
- STREET ACCESS OR OFF-STREET PARKING
- UTILITIES ONE ACCOUNT PROPERTY OWNER RESPONSIBLE
- ADU 600 SQ FT MINIMUM
- MUST OBTAIN COUNTY PERMITS
- NEW CONSTRUCTION SETBACKS
- SIDE YARD KEEP SIDE SETBACKS
- REAR YARD DOUBLE SETBACKS
- 35' HEIGHT MAXIMUM
- NO LODGING HOUSE IN ADU



TOWN OF LURAY

Town Council

Work Session

January 27, 2026

Updates & Discussion Items

IVF. Alternative Energy

Ordinance Amendment



Town of Luray, Virginia
Town Council Agenda Statement

Item No: IV-F

Meeting Date: January 27, 2026

Agenda Item:

TOWN COUNCIL DISCUSSION

Item IV. F – Alternative Energy Ordinance Amendment – Chapter 517

Summary:

Council is requested to review and discuss a possible change to Chapter 517.

A copy of the current Ordinance chapter is included for your review.

Given the current feeling in our area about large-scale solar, and the limited availability of suitable and preferable sites within Town limits, it may be prudent to consider removing large scale solar from our Ordinance.

Small-scale solar installations and the requirements would remain as-is.

517. Sustainable energy systems.

Recognizing the desire of some residents and businesses to pursue sustainable energy systems, these regulations are promoted to protect the public health, safety, and welfare of the community.

For the purposes of this section, sustainable energy systems shall be defined as mechanical devices that generate electricity from solar, wind, hydroelectric or other renewable sources for use on the property or transmission to other remote locations.

517.1 Small-scale—Residential and commercial:

A "small-scale—roof mounted" system shall be defined as a system that occupies less than 75 percent of the existing roof system of a dwelling or primary structure and one accessory structure on a property that meets all height restriction requirements for the zoning district. A small-scale—roof mounted system shall be a by-right use in all zoning districts permitted through a zoning permit for an accessory structure.

A "small-scale—accessory installation" system shall be defined as a permanent, ground mounted system that is less than 50 percent in size of the existing dwelling or primary structure on a property that meets all set-back and height requirements for the zoning district. Small-scale—accessory installation systems shall meet 150 percent of the setback requirements for the zoning district and the setback for any side or rear yard shall be at least the height of the proposed structure. These installations shall be a permitted by special use permit in all zoning districts.

Noise from a small-scale system shall conform to the town's noise requirements.

The design and installation of a small-scale system shall conform to applicable industry standards including those of the American National Standards Institute (ANSI), Underwriters Laboratory (UL), the American Society for Testing and Materials (ASTM) or similar certifying organizations, and shall comply with the Virginia Building Code and with all other applicable fire and life safety requirements. The manufacturer specifications shall be submitted as part of the zoning permit application.

If a small-scale system installation has been determined to be unsafe by the Page County Building Official, the system shall be required to be repaired by the property owner or other responsible party to meet federal, state, and local safety standards, or be removed by the property owner or other responsible party within the time period allowed by the Page County Building Official. If the property owner or other responsible party fails to remove or repair the unsafe system, the town may pursue a legal action to have the system removed at the responsible party's expense.

517.2 Other sustainable energy systems:

~~Any sustainable energy system that is not regulated by subsection 517.1 shall only be considered in the limited industrial (M-1) zoning district by special use permit.~~

~~Application for a special use permit shall conform to the general procedures for a special use permit as set forth in this zoning ordinance.~~

~~Application for a special use permit for a sustainable energy system project should include the following items but not be limited to:~~

- ~~A. Project narrative to include identification of the applicant, owner, and operator of the system; description of the project; location and size of project; approximate rated capacity of the project; depiction of proposed facilities and equipment; description of ancillary facilities; benefits provided to the town residents; and other information necessary for consideration.~~
- ~~B. Site plan to include all property lines of proposed site improvements and all adjacent properties; all setback lines; existing and proposed topographic information; existing and proposed building and~~

structures including preliminary locations for all system facilities and equipment; existing and proposed access roads and parking; location of substations and cabling; signage locations to include any necessary warning signs; existing and proposed fencing and landscaping; and other information necessary for consideration.

- C. Traffic impact study to assess the impact to the town's road network during construction, operation, and decommissioning of the project. Study shall include determination if parking on site is sufficient or if a transit delivery system will be necessary.
- D. Historical resources impact assessment.
- E. Utility mapping of all existing and proposed utilities.
- F. Property ownership, lease agreements, or other documentation to confirm control of property for the project. Sensitive financial or confidential information may be redacted with concurrence of the town attorney.
- G. Probable construction schedule and cost estimate.
- H. Decommissioning plan to include schedule, disposal site requirements, plan, and probable cost.
- I. Liability insurance and performance bond coverage adequate for construction and decommissioning costs.
- J. Field placement of balloons at heights consistent with proposed facilities and equipment at the corners of all installation, as well as any locations where a change in height occurs.

Noise from a system requiring a special use permit shall conform to the town's noise requirements.

Setback requirements for a system requiring a special use permit should be a minimum of 200 percent of the maximum height of the system's facilities or equipment on all sides of the property.

A minimum of 50 feet of vegetative screening should be installed to achieve a minimum of 20 feet in height within five years. A constructed, stable berm of no more than ten feet can be used to achieve the height requirement.

The design and installation of a special use permit system shall conform to applicable industry standards including those of the American National Standards Institute (ANSI), Underwriters Laboratory (UL), the American Society for Testing and Materials (ASTM) or similar certifying organizations, and shall comply with the Virginia Building Code and with all other applicable fire and life safety requirements. The manufacturer specifications shall be submitted as part of the zoning permit application.

If a special use permit system installation has been determined to be unsafe by the Page County Building Official, the system shall be required to be repaired by the property owner or other responsible party to meet federal, state, and local safety standards, or be removed by the property owner or other responsible party within the time period allowed by the Page County Building Official. If the property owner or other responsible party fails to remove or repair the unsafe system or portion thereof, the town may pursue a legal action to have the system removed at the responsible party's expense.

(Am. of 6-14-2021(1))



TOWN OF LURAY

Town Council

Work Session

January 27, 2026

Updates & Discussion Items

IVG. FY27 Budget Schedule &

Goals



Town of Luray, Virginia
Town Council Agenda Statement

Item No: IV-G

Meeting Date: January 27, 2026

Agenda Item:

TOWN COUNCIL DISCUSSION
Item IV. G – FY27 Budget Schedule & Goals

Summary:

Council is requested to review a proposed FY27 budget schedule.

This schedule is highly dependent upon the timing of the real property re-assessment data being received from the County.

Additionally, Council is requested to discuss and provide goals and objectives for both revenues and expenditures for Operations & Capital Improvement Projects for the upcoming FY27 budget.

A copy of the current draft budget schedule is included for review.

FY27 BUDGET CALENDAR

January 21, 2026

<u>DATE (2026)</u>	<u>ACTIVITY</u>	<u>FORMAT</u>
January 13	Budget Worksheets distributed to Dept Heads	Treasurer
January 27	Budget Goals Discussion with Council Review Assessment Information	Work Session
February 9	Department Budget Submittals Due Back	Department Heads
February 16-20	Draft Budget Reviews with Departments Report Completion & Creation of Draft	Staff
February 24	Draft Budget Discussion w/ Council	Work Session
March 13	Assessment Values due from the County	Treasurer
March 23 & 30	Ads for the Tax Rates Public Hearing	Page Valley News
March 24	Proposed Balanced Budget Presentation	Work Session
April 13	Public Hearing for the Tax Rates	Regular Meeting
April 28	Budget Discussion- All 3 Funds Draft Budget Ad Review	Work Session Treasurer
May 11	Budget Ad Review & Approval	Regular Meeting
May 15	Budget Ad Submission	Town Manager
May 18 & 25	Budget Ads run for 7+ days each	Page Valley News
May 26	Fee Schedule Review	Work Session
June 8	Budget Public Hearing – Regular Meeting	Council
June 23	Budget Adoption - Special Meeting	Council

FY27 BUDGET CALENDAR-V2

January 22, 2026

<u>DATE (2026)</u>	<u>ACTIVITY</u>	<u>FORMAT</u>
January 13	Budget Worksheets distributed to Dept Heads	Treasurer
January 27	Budget Goals Discussion with Council Review Assessment Information	Work Session
February 9	Department Budget Submittals Due Back	Department Heads
February 16-20	Draft Budget Reviews with Departments Report Completion & Creation of Draft	Staff
February 24	Draft Budget Discussion w/ Council	Work Session
March 13	Assessment Values due from the County	Treasurer
March 24	Proposed Balanced Budget Presentation	Work Session
April 13	Public Hearing for the Tax Rates	Regular Meeting
April 20 & 27	Ads for the Tax Rates Public Hearing	Page Valley News
April 28	Budget Discussion- All 3 Funds Draft Budget Ad Review	Work Session Treasurer
May 11	Public Hearing for the Tax Rates Budget Ad Review & Approval	Regular Meeting
May 15	Budget Ad Submission	Town Manager
May 18 & 25	Budget Ads run for 7+ days each	Page Valley News
May 26	Fee Schedule Review	Work Session
June 8	Budget Public Hearing – Regular Meeting	Council
June 23	Budget Adoption - Special Meeting	Council



TOWN OF LURAY

Town Council

Work Session

January 27, 2026

Updates & Discussion Items

IVH. Re-Assessment Information



Town of Luray, Virginia
Town Council Agenda Statement

Item No: IV-H

Meeting Date: January 27, 2026

Agenda Item:

TOWN COUNCIL DISCUSSION
Item IV. H – Reassessment Information Update

Summary:

Council is requested to receive an update on the real property re-assessment information from the Town Treasurer.

This data set is essential to our ability to formulate options for the Council to consider.

The timeliness of this data is critical in order for us to be able to modify our system information and print accurate tax bills for the June 2026 tax cycle.

Additionally, it may have a significant impact on our budget planning for FY27.