PLANNING & ZONING DEPARTMENT

FISCAL YEAR REPORT

2022 - 2026



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Introduction

The Town of Luray Planning and Zoning Department is committed to guiding growth and development in a manner that protects the Town's unique character while supporting responsible investment, economic vitality, and the health, safety, and welfare of the community. Through the administration of the Town's Zoning Ordinance, review of development proposals, permit processing, code enforcement, and support of the Planning Commission and Town Council, the department plays an essential role in shaping the future of Luray.

It is my pleasure to present the Planning and Zoning Department's Fiscal Year 2026 Annual Report, highlighting the department's activities, accomplishments, and development trends from July 1, 2022, through June 30, 2026. This report provides an overview of zoning permits, business licenses, certificates of occupancy, lodging house activity, legislative actions, and other development-related initiatives, while also summarizing ongoing efforts to improve customer service, streamline processes, and updating the Town's development regulations.

Throughout the fiscal years, the department remained committed to providing timely, professional, and responsive service to residents, businesses, contractors, developers, and visitors. In addition to processing permits and administering the Zoning Ordinance, staff continued to assist the Planning Commission and Town Council with ordinance amendments, long-range planning initiatives, and policy development to ensure the Town's regulations remain clear, consistent, and responsive to evolving community needs and changes in state legislation.

Although zoning permit activity declined from the record levels experienced in recent years, development within the Town remained steady. Residential investment continued, business activity remained strong, and the number of active lodging houses remained stable. The department also continued its comprehensive review of the Zoning Ordinance to improve usability, clarify existing regulations, and support responsible growth while preserving the character of the community.

This report reflects more than statistics, it represents the collaboration among Town staff, elected and appointed officials, property owners, businesses, developers, and community members working together to support the continued success of Luray. Their engagement and cooperation are essential to balancing growth with preservation and maintaining the high quality of life enjoyed by residents and visitors alike.

I would like to express my sincere appreciation to the Planning Commission, Town Council, Town Manager, fellow Town departments, and the citizens of Luray for their continued support and collaboration throughout the year. As we look toward Fiscal Year 2027, the Planning and Zoning Department remains committed to providing transparent, consistent, and efficient service while continuing to modernize development regulations, enhance operational efficiency, and promote thoughtful, sustainable growth that benefits our entire community.

~Brooke Fox

Fiscal Year 2026 Highlights

- Issued 87 zoning permits for residential, commercial, and accessory structure projects throughout the Town.
- Processed 39 new business licenses, demonstrating continued business activity and investment within the community.
- Issued 7 Mobile Food Unit permits, the highest number recorded in the past five fiscal years
- Registered 16 contractor licenses, a significant increase from previous years.
- Maintained 66 active lodging houses, the highest total during the five-year reporting period.
- Processed 50 Certificates of Occupancy, reflecting the completion of residential and commercial development projects.
- Continued the comprehensive review and modernization of the Town's Zoning Ordinance, including updates to definitions, development standards, and ordinance language.
- Supported the Planning Commission and Town Council through the review of 13 ordinance amendments and 4 resolutions.
- Continued to provide zoning review and technical assistance to residents, businesses, developers, contractors, surveyors, and design professionals.
- Coordinated with the Page County Building Department and other local and state agencies to facilitate development review and permitting.
- Continued to improve customer service by providing timely permit reviews, ordinance interpretations, and development guidance.
- Supported responsible growth while preserving the character of the Town through consistent administration and enforcement of the Zoning Ordinance.

Challenges and Opportunities

Challenges

Changing State Legislation: The Planning and Zoning Department continues to monitor and implement changes to Virginia land use laws, requiring ongoing review and updates to the Town's Zoning Ordinance and administrative procedures.

Updating the Zoning Ordinance: As development trends evolve, portions of the Zoning Ordinance require clarification and modernization to improve consistency, reduce ambiguity, and better address emerging land uses and technologies.

Balancing Growth and Community Character: The Town must continue to accommodate new residential and commercial development while preserving Luray's historic character, natural resources, and small-town identity.

Applicant Expectations: Property owners, developers, and businesses increasingly expect quick access to information and efficient permit processing. Meeting these expectations while maintaining thorough plan reviews and regulatory compliance remains a priority.

Development Trends: Fluctuations in permit activity, construction costs, housing demand, and economic conditions require the department to remain flexible and responsive to changing development patterns.

Opportunities

Comprehensive Ordinance Review: Continued updates to the Zoning Ordinance provide an opportunity to simplify regulations, improve readability, eliminate outdated provisions, and ensure consistency with current planning practices and state law.

Technology and Process Improvements: Expanding digital records, online resources, and permit tracking can improve efficiency, increase transparency, and provide better service to residents, businesses, and developers.

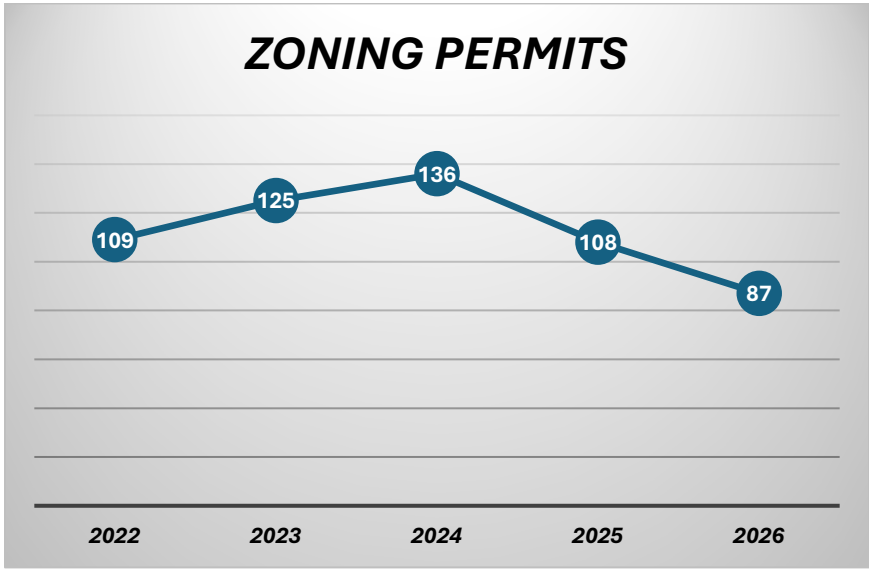
Economic Development: Continued business investment, redevelopment opportunities, and interest in commercial properties present opportunities to strengthen the local economy while maintaining compatible land use patterns.

Interdepartmental and Regional Collaboration: Continued coordination with the Planning Commission, Town Council, Page County Building Department, utility providers, and regional agencies helps streamline development review and improve project outcomes.

Community Engagement: Providing clear information, educational resources, and opportunities for public participation strengthens community understanding of planning initiatives and encourages informed decision-making.

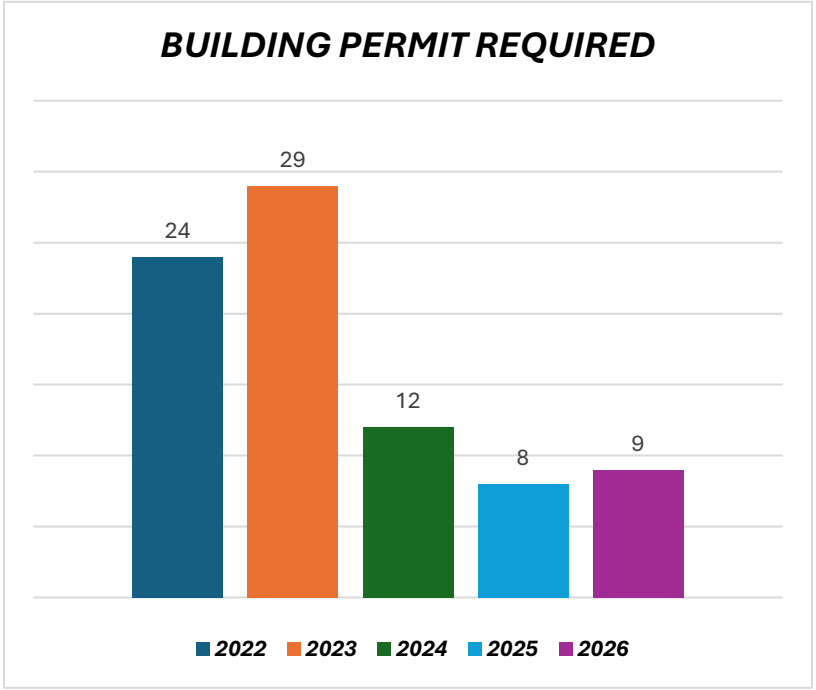
Zoning Permits

Over the past five fiscal years, zoning permit activity increased steadily from 109 permits in FY2022 to a peak of 136 permits in FY2024 before declining to 87 permits in FY2026. While permit activity has moderated from the record levels experienced in FY2024, development within the Town remains active. The decline reflects changing development trends rather than a slowdown in community investment, with residential improvements and new business activity continuing throughout the fiscal year.



Building Permit Required

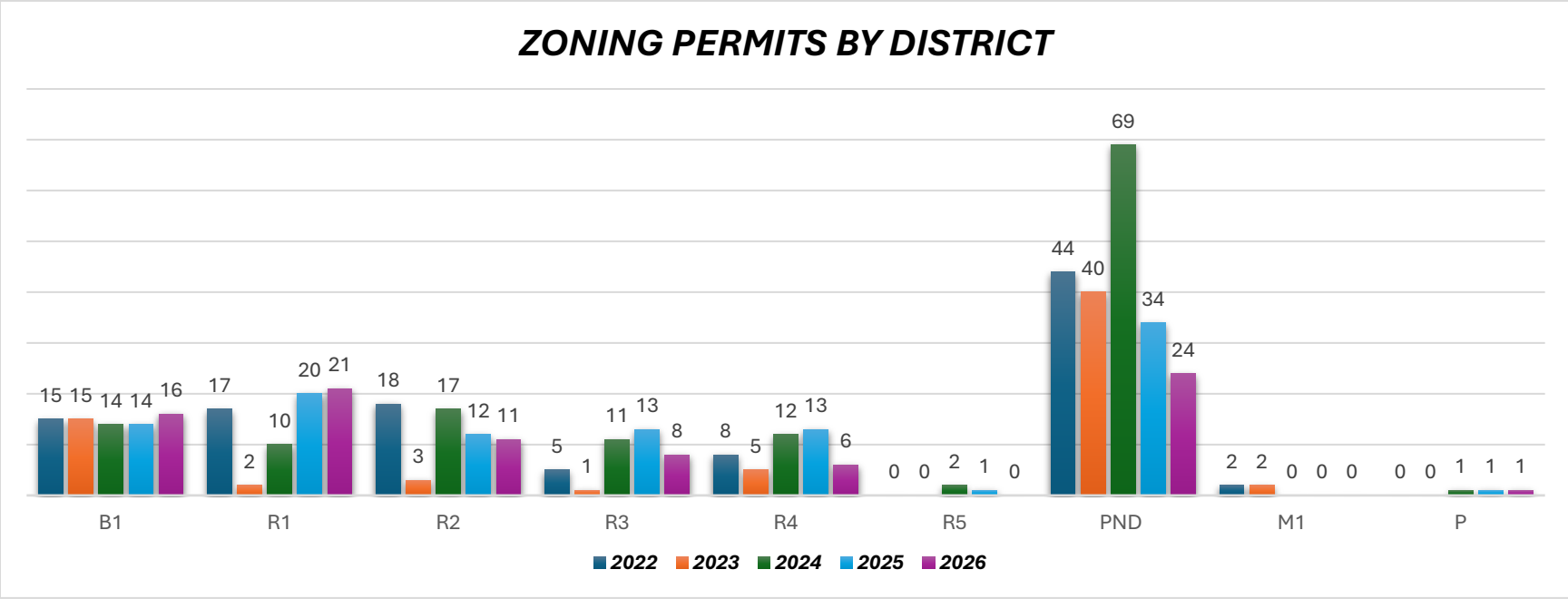
Projects requiring a building permit continued to represent an important component of zoning review. While the number of zoning permits requiring a building permit has declined from the highs experienced in FY2022 and FY2023, the Town processed nine such applications during FY2026. This reflects a continued level of construction activity involving new structures, additions, and other improvements requiring review by the Page County Building Department



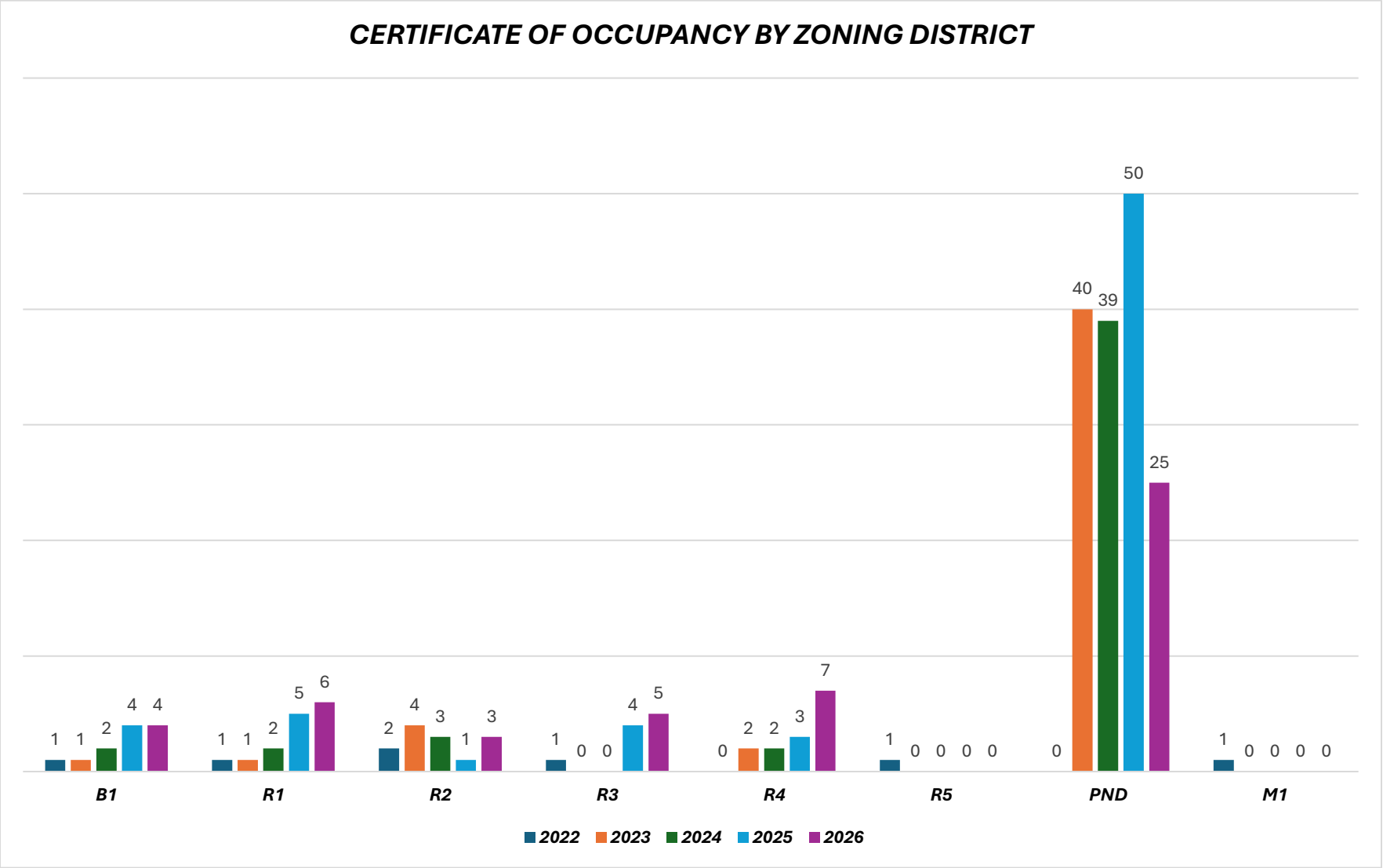
Zoning Permits by District

The distribution of zoning permits demonstrates that development continues to occur throughout the Town, with the Planned Neighborhood Development (PND) District accounting for the largest share of permits during the reporting period. As several major residential developments progressed toward completion, permit activity within the PND District declined from 69 permits in FY2024 to 24 permits in FY2026.

Outside the PND District, permit activity remained relatively consistent. The B-1 Business District continued to experience stable commercial activity, while the R-1 Residential District recorded the highest number of permits among the traditional residential districts in FY2026, reflecting continued investment in existing neighborhoods.

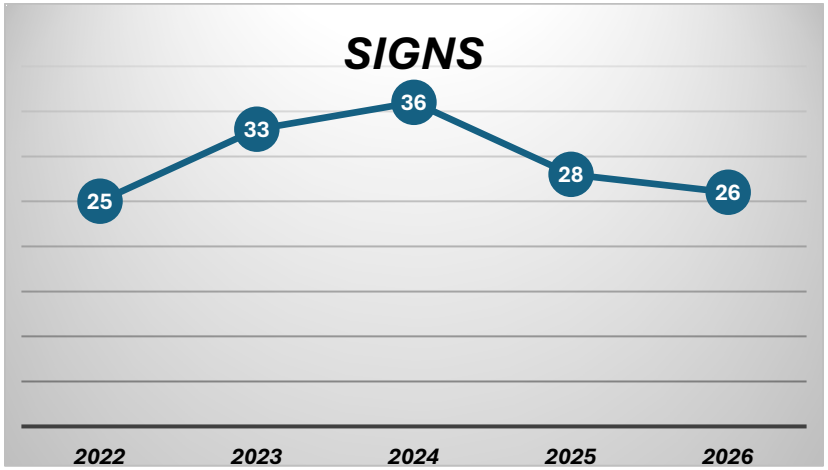


Certificate of Occupancy

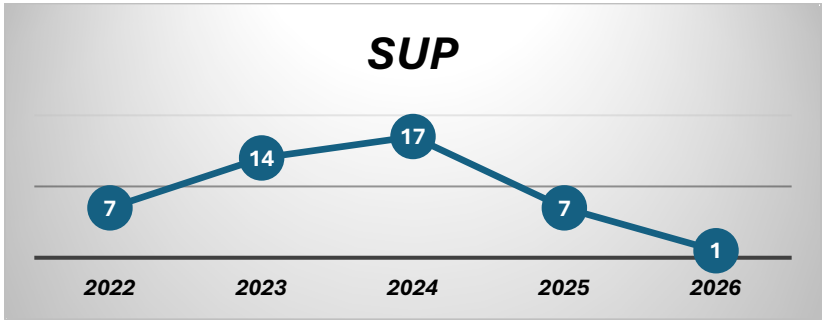


Sign Permits

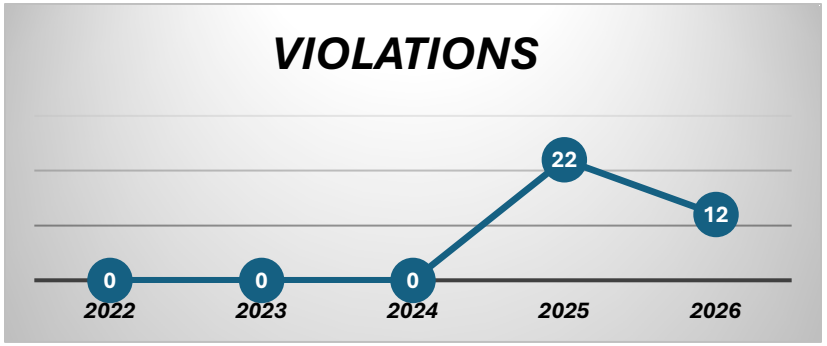
The Town issued 26 sign permits during Fiscal Year 2026. Although this represents a decrease from the peak of 36 permits in FY2024, sign permit activity has remained relatively consistent over the five-year reporting period. New and updated signage continues to reflect ongoing business investment, commercial redevelopment, and improvements to existing properties throughout the Town.



The chart indicates that the number of SUP cases increased steadily from 7 in 2022 to 14 in 2023**,** reaching a peak of 17 in 2024**.** This upward trend was followed by a significant decline to 7 in 2025**,** with a further reduction to 1 in 2026**.** Overall, the data show a strong improvement after 2024, suggesting that interventions, policy measures, or operational changes may have contributed to the substantial decrease in SUP cases. Continued monitoring and the sustained implementation of effective strategies are recommended to maintain this positive trend.

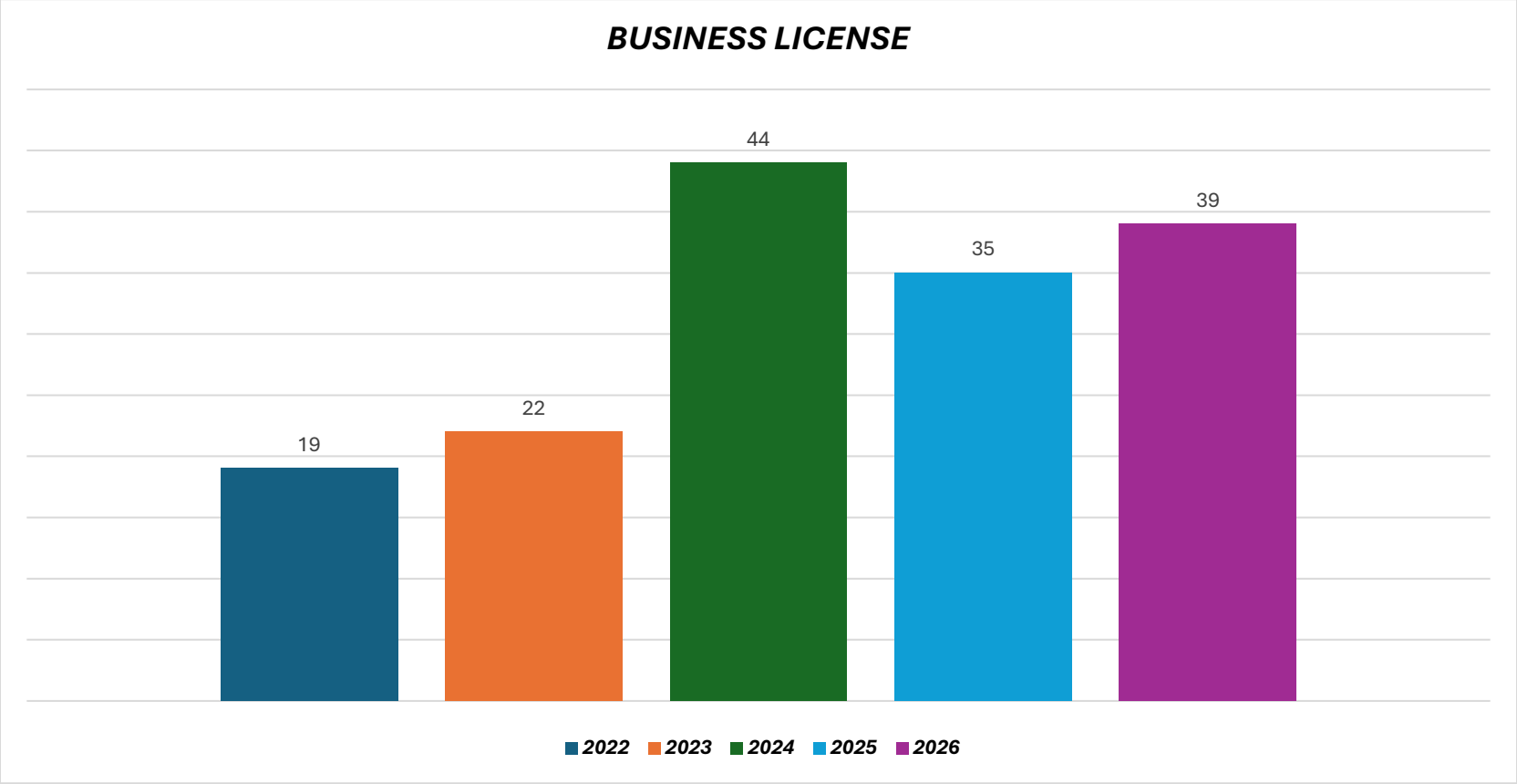


The chart shows that no violations were recorded from 2022 to 2024**,** indicating full compliance during this period. In 2025**,** violations increased sharply to 22, representing a significant deviation from previous years. In 2026**,** the number of violations declined to 12**,** reflecting a 45**%** reduction compared to 2025. While this decrease suggests an improvement in compliance, the number of violations remains above the levels observed before 2025. Continued enforcement, monitoring, and corrective measures are recommended to sustain the downward trend and achieve further reductions in future reporting periods.



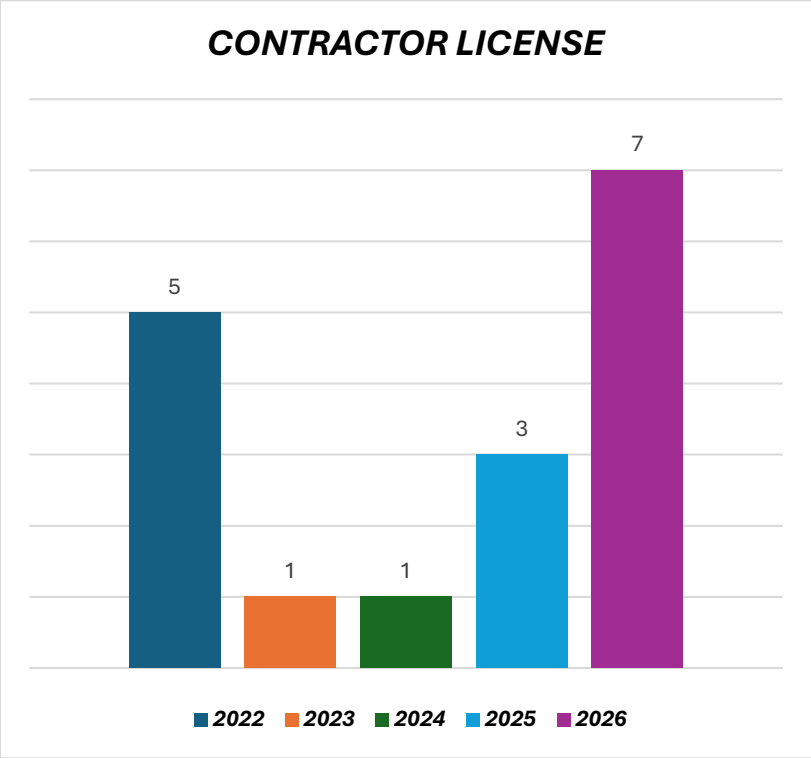
Business Licenses

The Town issued 39 new business licenses during Fiscal Year 2026, continuing the strong business activity experienced in recent years. Although this represents a slight decrease from the peak of 44 licenses issued in FY2024, the number remains well above the totals recorded in FY2022 and FY2023, demonstrating continued confidence in the local business environment and sustained economic investment within the community.



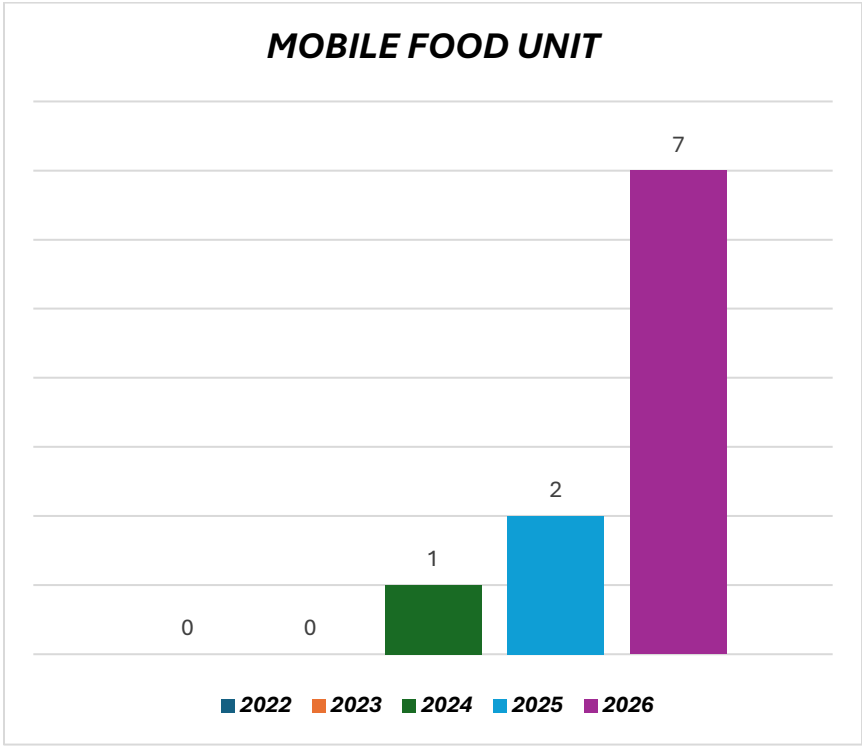
Contractor Licenses

Contractor license activity increased significantly during Fiscal Year 2026, with 7 contractor licenses issued. This represents the highest total during the five-year reporting period and reflects continued construction activity, property improvements, and investment throughout the Town. The increase also demonstrates greater compliance with the Town's contractor licensing requirements.



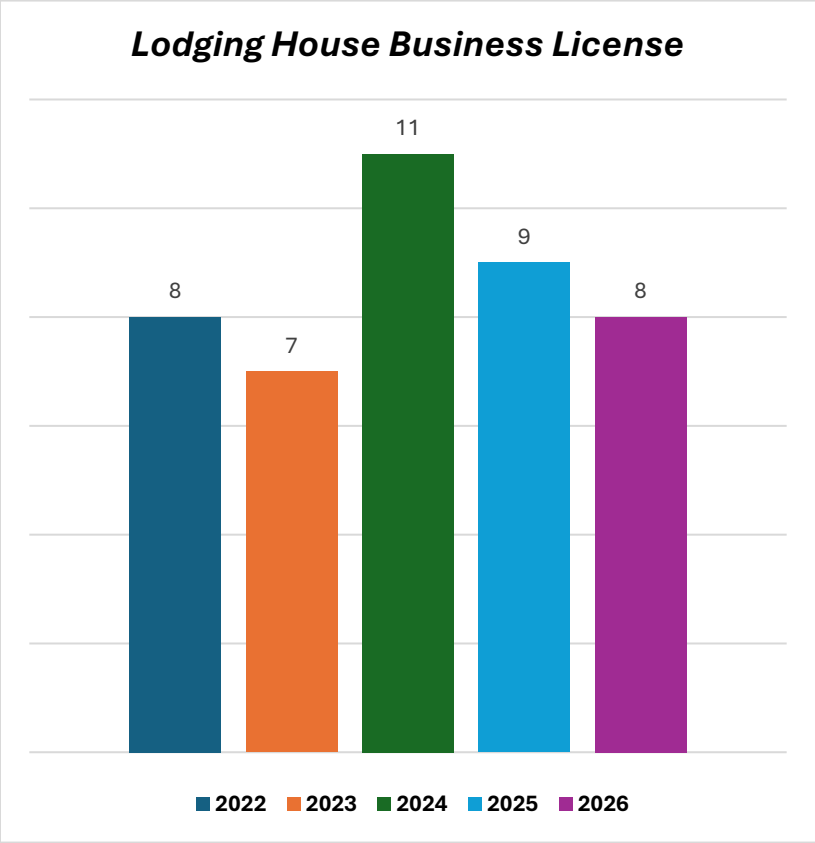
Mobile Food Unit Business License

Interest in mobile food businesses continued to grow during Fiscal Year 2026. The Town issued 7 Mobile Food Unit permits, the highest number during the five-year reporting period. This increase reflects the continued popularity of mobile food vendors and the Town's efforts to accommodate diverse dining options for residents and visitors while supporting local entrepreneurship.



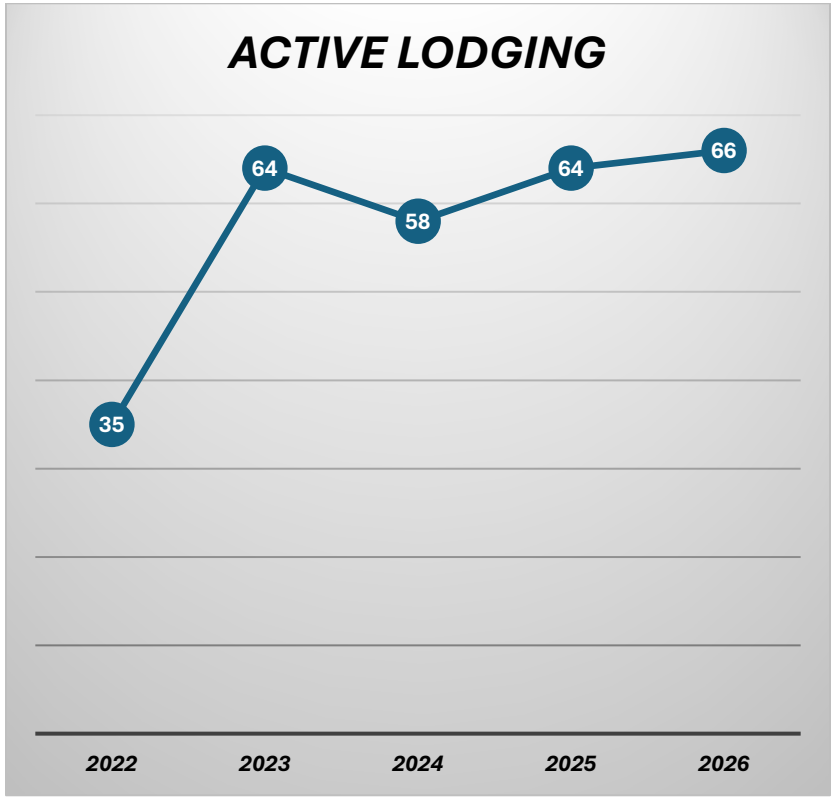
Lodging House Business License

The Town processed 8 lodging house permits during Fiscal Year 2026, a slight decrease from previous years but generally consistent with historical activity. The relatively stable number of permits indicates continued demand for short-term lodging accommodations while suggesting that the local lodging market has reached a more balanced level following periods of rapid growth.

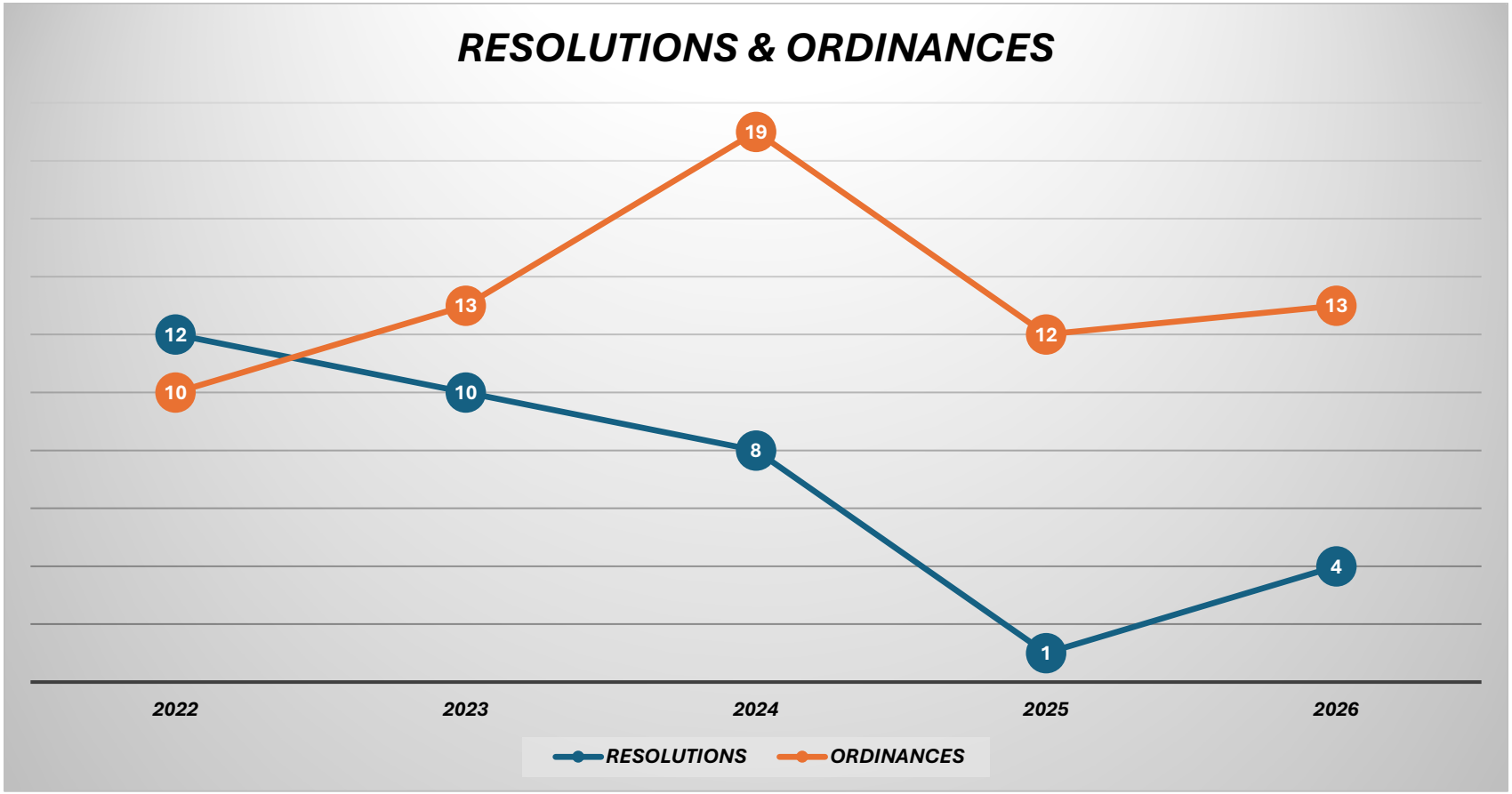


Active Lodging Houses

The number of active lodging houses has remained strong over the past five fiscal years. Following a substantial increase from 35 active permits in FY2022 to 64 in FY2023, the total has remained relatively stable, reaching 66 active lodging houses in FY2026. This continued stability reflects the Town's established lodging inventory and ongoing support for tourism while maintaining oversight through the Special Use Permit and annual business license processes.



Resolutions & Ordinances



ORDINANCES:

ADOPTION DATE DESCRIPTION

2022

07/12/2021	Readopting Portions of the Code of Virginia
08/09/2021	Article IV, Section 412 – Open Space/Park (OSP) Zoning District
08/09/2021	Article III, Section 302 – Zoning Districts to include OSP Open Space/Park Zoning District
09/28/2021	Adopt Code Amendment Chapter 2-59 to establish requirements for remote attendants
01/10/2022	Section 10-1 Business License- Alcohol
02/14/2022	Chapter 74 Article IV – 911 Addressing
04/26/2022	Section 402.8 Street Names
04/26/2022	Section 6-6 Change the language from "in a vehicle" to "on a vehicle"
06/13/2022	Sec58-21 Public Urination/Defecation

2023

07/11/2022	An ordinance readopting portions of the Code of Virginia
10/11/2022	Adopted Code Amendments to Chapter 26 - Buildings Regulations of the Town Code to Article IX of Chapter 78
11/14/2022	Chapter 518 Commercial Vehicles in Residential Zones-sent to planning commission
02/13/2023	Chapter 58-5 Loud, Disturbing, & Unreasonable Noise
02/13/2023	Chapter 518 Short-Term Rental Regulations
02/13/2023	Chapter 78- Taxation- Transient Occupancy Tax (lodging)
02/13/2023	Chapter 2-54 Order of Business
04/10/2023	Budget Amendment: FY 2022-2023
04/10/2023	Section 518- Lodging House Regulations
06/12/2023	An ordinance readopting portions of the Code of Virginia
06/12/2023	Business License Ordinance

2024

07/10/2023	Appendix A-Zoning; Article IV District Regulations to Planning Commission for Short Term Rentals
08/14/2023	Chapter 70-Solid Waste
10/10/2023	Section 516- Accessory Dwelling Structures
10/10/2023	Section 58-5 - Loud, Disturbing, & Unreasonable Noise
10/10/2023	Section 301- Solicitation of Residents & Commercial Businesses
10/10/2023	Section 74-170 Golf Carts on Town Streets
11/13/2023	Section 74-9 Clearance for awnings, fire escapes, signs and tree limbs over sidewalks
02/12/2024	Chapter 58-5 Loud, Disturbing, & Unreasonable Noise
02/12/2024	Chapter 518 Short-Term Rental Regulations
02/12/2024	Chapter 78- Taxation- Transient Occupancy Tax (lodging)
03/11/2024	Chapter 78- Disabled & Elderly Tax Relief Ordinance
03/11/2024	Resolution: Zoning Ordinance
04/08/2024	Ordinance amending appendix A, Article VII
04/23/2024	Chapter 58 to Personal Property Tax Relief
05/13/2024	Chapter 54-7 Designation of police department to enforce trespass violations
05/13/2024	Chapter 78- Updated Meals Tax to .05 cents
05/13/2024	Chapter 78- Transient Occupancy Tax increased to 10 percent
06/10/2024	Resolution and Adoption of FY25 Budget

2025

09/09/2024 Amending Lodging House Provisions
10/16/2024 Vacating a Portion of A Subdivision Plat
11/12/2024 Resolution: Housing Affordability
12/09/2024 Resolution: Councilman Webb
01/13/2025 Procurement Policy
03/10/2025 Resolution: Lodging House Resolution
04/29/2025 Resolution: PPTRA 41%
05/27/2025 Resolution: Application for IRF Funds
06/09/2025 Amending Appendix B of the Town Code
06/09/2025 Readopting Portions of the Code of Virginia
06/09/2025 Transient Occupancy Tax
06/24/2025 Budget Adoption

2026

07/14/2025 Alley Vacation-Brodie
07/14/2025 Data Center Regulation to the Planning Commission for evaluation and recommendation
09/08/2025 Amending Articles III, IV, and VII of Appendix A
09/08/2025 Amending Section 90-1 Bamboo
10/15/2025 Social Media Platforms
10/15/2025 Comcast Cable Communications Management, LLC
10/15/2025 Chapter 86
10/28/2025 Section 26-3/Derelict Buildings
11/10/2025 Adopting Amendments to Articles III, IV, and V of the Zoning Ordinance
12/08/2025 Amending Articles II, IV, and V of Appendix A (mobile food trucks)
01/12/2026 Readopting Section 2-59 (council attendance remotely)
01/12/2026 Amending certain provisions of Appendix A (textual amendments)
02/09/2026 Vacating Portions of Public ROW's- 541 W Main Holdings, LLC

RESOLUTIONS:

ADOPTION DATE DESCRIPTION

2022

08//09/2021	Adoption of Request for Street Additions for Municipal Assistance payments
09/13/2021	Proclamation: Page Coop 100th Anniversary
10/12/2021	Luray Church of the Brethren's 101st Anniversary
11/08/2021	Proclamation of Thanksgiving, Luray Christian Church
12/03/2021	Proclamation of Recognition: Mary Broyles
02/12/2022	Adoption of VDOT Blanket Project Funding Commitment and Signature Authority
03/14/2022	Adoption of Luray-Page County Airport Authority
03/14/2022	Proclamation: John Shaffer
03/14/2022	Proclamation: Arbor Day 2022
05/10/2022	Proclamation: Cain Harbison
06/13/2022	Proclamation: David Sedwick
06/28/2022	Adoption of FY 2022-2023 RE/PP/Sales/Meals/Transient/Cigarette Tax

2023

12/12/2022	Proclamation: Vice Mayor Jerry Schiro
02/13/2023	Proclamation: Lois Shaffer-Retirement from Page One
03/13/2023	Proclamation: Multiple Sclerosis Month
03/13/2023	Proclamation: 2023 Arbor Day
05/08/2023	Proclamation: Watch & Warrant Sewer Issue

2024

09/11/2023 Proclamation: Constitution Week
12/11/2023 Removal of Williams Street
12/11/2023 Proclamation of Recognition: Davis Sours
12/11/2023 Proclamation of Recognition: Steve Burke
01/12/2024 Proclamation of Recognition: Lois Shaffer
03/11/2024 Proclamation: Fair Housing Month
04/08/2024 Proclamation: Arbor Day 2024
06/10/2024 Proclamation: Lynn D Mathews-Superintendent of Public Works-45 years of service

2025

07/08/2024 Proclamation: Recovery Month
06/09/2025 Proclamation of Recognition: Donna Pullen

2026

08/26/2025 Proclamation of Appreciation: Deborah Nealis
09/08/2025 Amending the Zoning Ordinance
10/15/2025 Amendment to Zoning Ordinance for Mobile Food Trucks
10/15/2025 Amendment to Zoning Ordinance for Town's Zoning Ordinance
12/08/2025 Approving and Adopting the 2025 Comprehensive Plan

Looking Ahead to Fiscal Year 2027

As the Town of Luray continues to grow and evolve, the Planning and Zoning Department remains committed to providing efficient, transparent, and professional service while ensuring development is consistent with the Town's vision and adopted regulations.

During Fiscal Year 2027, the department will continue its comprehensive review of the Zoning Ordinance to update regulations, improve clarity, and ensure compliance with changes in Virginia law. Particular emphasis will be placed on updating development standards, refining definitions, and simplifying administrative procedures to create a more user-friendly ordinance for residents, businesses, developers, and staff.

The department will also focus on enhancing operational efficiency through improved permit tracking, records management, and digital resources that provide easier access to applications, ordinances, maps, and development information. These efforts are intended to improve customer service while increasing transparency and consistency throughout the permitting process.

Staff will continue to work closely with the Planning Commission, Town Council, property owners, businesses, developers, and partner agencies to support responsible growth, encourage economic investment, and preserve the character that makes the Town of Luray a desirable place to live, work, and visit.

The Planning and Zoning Department remains dedicated to balancing growth with preservation while providing fair, consistent, and responsive service to the community. We look forward to building on the progress made during Fiscal Year 2026 and continuing to serve the citizens of Luray with professionalism, integrity, and a commitment to excellence.