

Luray, Virginia Small Area Plan

Luray VIRGINIA

ARNETT MULDROW & ASSOCIATES

MAHAN RYKIEL
LANDSCAPE ARCHITECTURE
URBAN DESIGN & PLANNING

VIRGINIA Main Street

Report Organization

CONTEXT

Planning area and community character

MARKET FOUNDATION

Trade area, demographics, consumer spending and plan implications

PHYSICAL PLAN

Downtown-wide strategies and site-specific opportunities

IMPLEMENTATION

Priority actions, partner roles and next steps



LURAY, VIRGINIA

TOWN CONTEXT

ARNETT MULDROW MAHAN RYKIEL ASSOCIATES INC

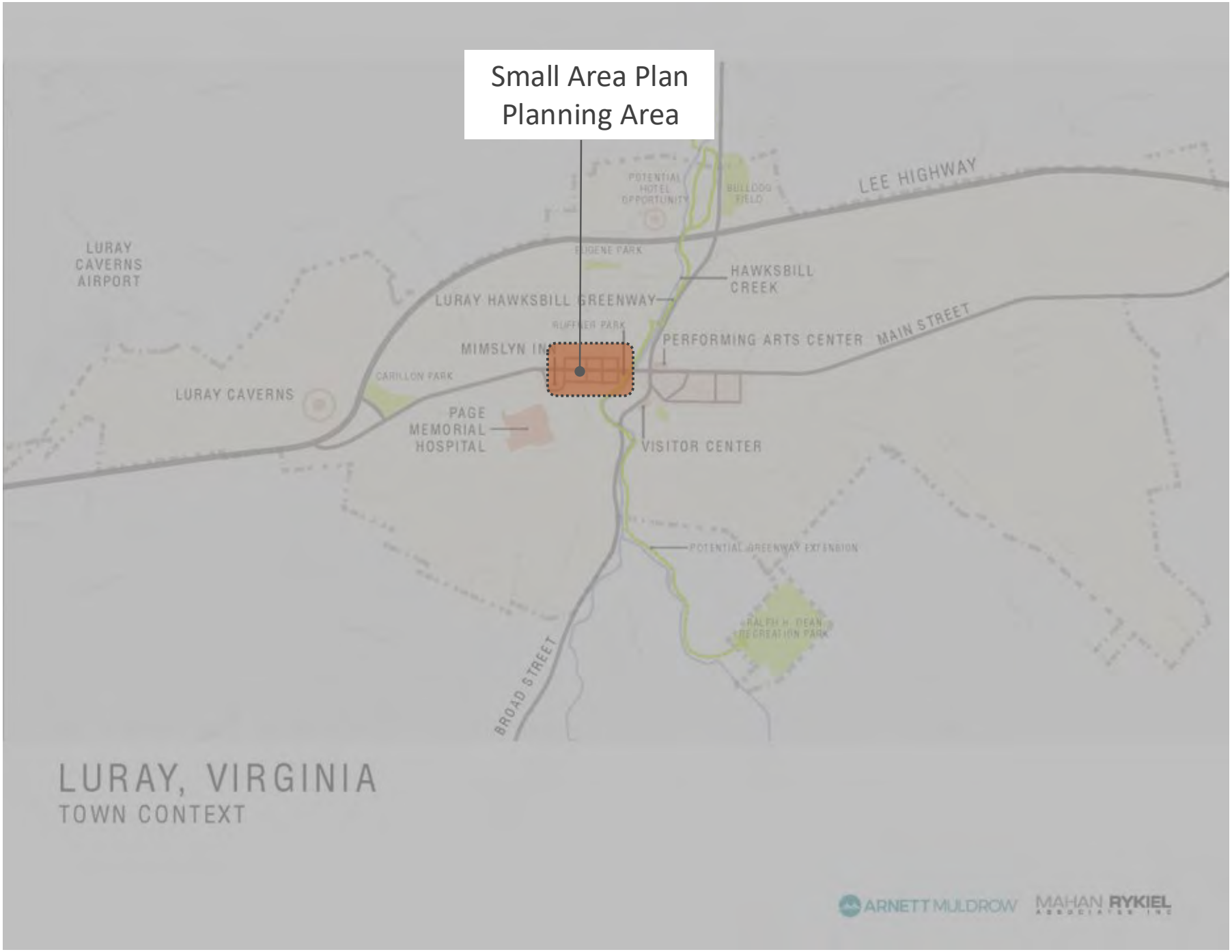
TOWN CONTEXT

The Town Context Map establishes the setting for the Downtown Luray Small Area Plan and illustrates the relationship between the study area and the community's major civic, recreational, and visitor destinations. While the plan focuses on the historic downtown west of Hawksbill Creek, the success of downtown is closely tied to the assets that surround it.

Downtown occupies a remarkable position within the community. Luray Caverns anchors the western gateway, while Main Street serves as the town's historic commercial spine. Hawksbill Creek and the Luray-Hawksbill Greenway form the community's defining natural corridor, connecting parks, neighborhoods, and civic destinations while providing opportunities for future expansion. More than a recreational amenity, the creek and greenway have the potential to become the organizing element that links downtown's public spaces and visitor experience.

The map also identifies the landmarks that help orient both residents and visitors, including the Visitor Center, Performing Arts Center, Page Memorial Hospital, and the Mimslyn Inn. Although several of these destinations lie just beyond the traditional downtown, they influence how people experience the district and reinforce downtown's role as the community's center.

Rather than illustrating recommendations, this exhibit provides context. It defines the study area, highlights the relationships between downtown and its surrounding assets, and establishes the framework for the planning concepts presented throughout this report. From this foundation, the recommendations focus on strengthening downtown's connections to Hawksbill Creek, the Greenway, and the destinations that make Luray unique.


Small Area Plan
Planning Area
LEE HIGHWAY
LURAY
CAVERNS
AIRPORT
HAWKSBILL
CREEK
LURAY HAWKSBILL GREENWAY
MAIN STREET
PERFORMING ARTS CENTER
LURAY CAVERNS
PAGE
MEMORIAL
HOSPITAL
VISITOR CENTER
BROAD STREET
LURAY, VIRGINIA
TOWN CONTEXT
ARNETT MULDROW
MAHAN RYKIEL

SMALL AREA PLAN PLANNING AREA

The highlighted area represents the Downtown Luray Small Area Plan. The recommendations that follow focus on reinforcing the historic commercial district through building rehabilitation, strategic infill, improved public spaces, coordinated parking, and stronger connections to Hawksbill Creek and the Luray-Hawksbill Greenway.

LURAY SMALL AREA PLAN

Market Foundation

Grounding the plan in market reality

Measurable resident demand provides a practical base for downtown investment.

INTRODUCTION

This section establishes whether the surrounding market can support the recommendations in the Small Area Plan. The analysis considers the trade area, demographic conditions, housing activity, consumer spending, and retail demand.

Resident spending provides the baseline for the analysis. Tourism adds to the opportunity, but the plan does not depend on visitor spending to justify continued investment in Downtown Luray. This provides a conservative foundation for the projects presented later in the plan.

MARKET FOUNDATION

Defining the Trade Area

The 20-minute drive time is the primary resident market for testing downtown demand.



20 MIN

16,405 residents
6,944 households

Primary market

10 MIN

7,467 residents

30 MIN

26,688 residents

Why 20 minutes

It captures the practical shopping base around Luray while keeping the analysis disciplined. The 10- and 30-minute areas provide context only.

Source: Claritas 2026 Pop-Facts and Retail Market Power; TomTom drive-time geography.

DEFINING THE TRADE AREA

Selecting the appropriate trade area is one of the most important steps in any downtown market assessment. Retail, dining, and service businesses draw customers from well beyond municipal boundaries, making political boundaries a poor indicator of a downtown's actual market. Instead, drive-time analysis reflects how people travel, shop, and access services under real-world conditions.

Three trade areas were evaluated for Downtown Luray using 10-, 20-, and 30-minute drive times. Each provides a different perspective on the market, but the 20-minute trade area offers the most accurate representation of the community's primary customer base. It captures the households that regularly depend on Luray for shopping, dining, services, and everyday needs without extending so far that competing markets begin to influence the analysis.

The 10-minute trade area is heavily influenced by tourism and existing downtown activity, producing a retail surplus that reflects visitor spending as much as resident demand. Conversely, the 30-minute trade area includes a much broader rural market with overlapping shopping patterns and competing commercial centers. While both areas provide useful context, neither represents the most appropriate basis for evaluating downtown business opportunities.

For these reasons, the 20-minute drive time serves as the primary market area throughout this report. It provides the clearest picture of local consumer demand and establishes a conservative foundation for evaluating retail opportunities and supporting future downtown investment.

MARKET FOUNDATION

Demographic Foundation

Stable households and ongoing housing activity support measured downtown reinvestment.

POPULATION + HOUSEHOLDS

2026	2031
16,405	16,313

Population −0.56%

Households 6,944 → 6,954 (+0.14%)

HOUSEHOLD INCOME

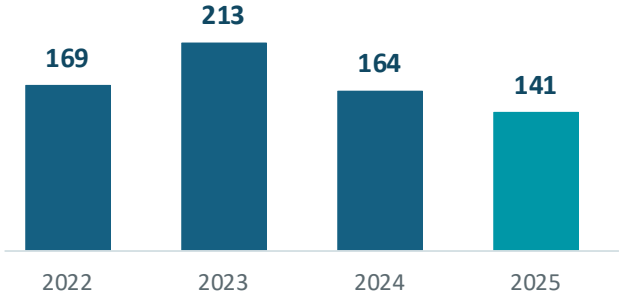
$64,037 20-minute market

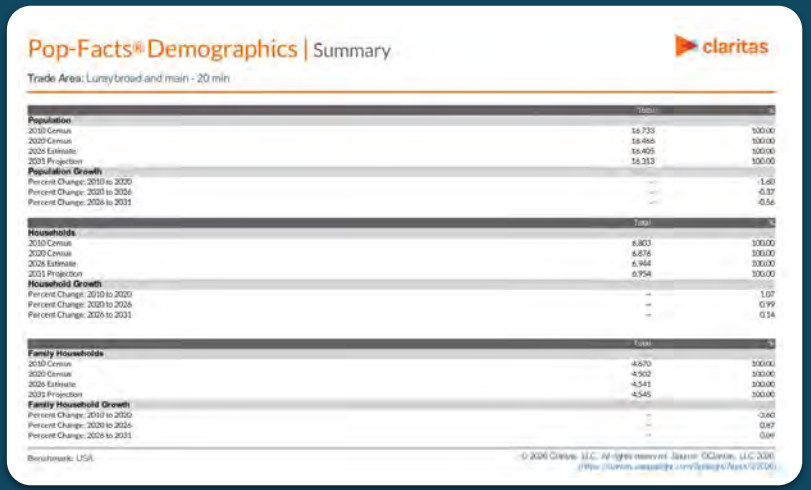
$93,170 Virginia

Directional comparison; source years differ.

PAGE COUNTY HOUSING PERMITS

Units authorized; 2024–25 activity was entirely single-unit.




Pop-Facts® Demographics | Summary

claritas

Trade Area: Luray broad and main - 20 min

Sources: Claritas 2026; U.S. Census Bureau QuickFacts and Building Permits Survey.

UNDERSTANDING THE MARKET

The primary 20-minute trade area for Downtown Luray contains 16,405 residents living in 6,944 households. By 2031, the population is projected to decline by just 92 residents (-0.56%), while the number of households is expected to increase by 10 households (+0.14%). These projections reflect a mature market that is expected to remain remarkably stable over the next five years.

The trade area reports a median household income of $64,037 and an average household income of $83,050. While the median household income is below Virginia's statewide median, the average household income is nearly 30% higher than the median, indicating a meaningful concentration of upper-income households within the market. Income distribution further supports this conclusion. Approximately 30% of households earn more than $100,000 annually, while over 11% earn more than $150,000, demonstrating that the market contains substantial purchasing power despite its relatively modest population.

Educational attainment reflects a workforce typical of many Shenandoah Valley communities. Approximately 23% of adults age 25 and older hold a bachelor's degree or higher, while 68% have completed at least some college or earned a high school diploma. Combined with stable household growth, these characteristics indicate an established year-round customer base capable of supporting incremental downtown investment.

Demographic projections alone, however, do not tell the entire story. While population growth remains limited, continued residential construction activity in

Luray demonstrates ongoing confidence in the local housing market. New housing investment, combined with the community's increasing accessibility to the Washington metropolitan region and the Shenandoah Valley, suggests opportunities for measured residential growth that extend beyond population forecasts alone.

Rather than defining a rapidly expanding market, these demographic characteristics establish a stable foundation for downtown revitalization. The recommendations presented in this report are therefore based not on aggressive population growth assumptions, but on strengthening Downtown Luray's ability to serve an established market while capturing additional spending from both residents and visitors.

MARKET FOUNDATION

Consumer Spending

The resident market already supports substantial annual demand.

ANNUAL DEMAND

$380.8M

Retail and food-service demand in the 20-minute market.

EXISTING SALES

$258.2M

Estimated sales supplied by businesses in the same market.

MARKET OPPORTUNITY

$122.6M

Modeled demand that exceeds modeled sales.

HOW THE MARKET ADDS UP



Planning implication

The gap is not a guarantee that every dollar can be captured downtown. It is evidence that new and expanded businesses can be tested against a measurable resident market.

Source: Claritas 2026 Retail Market Power, 20-minute market area.

CONSUMER SPENDING

The 20-minute trade area generates $380.8 million in annual retail and food service spending. Businesses currently located within the market capture approximately $258.2 million, leaving $122.6 million in annual consumer spending that occurs outside the trade area or through businesses not currently represented within the local market. This represents existing purchasing power rather than projected future demand.

Importantly, this analysis is intentionally conservative. The market opportunities identified in this report are based primarily on resident spending within the 20-minute trade area and do not rely upon visitor expenditures generated by Luray Caverns, Shenandoah National Park, the Shenandoah River, or the broader Shenandoah Valley tourism economy. Consequently, the opportunities identified here should be viewed as the baseline level of market support available to Downtown Luray before considering the additional spending generated by millions of annual visitors.

Not all categories of consumer spending are appropriate for a downtown environment. Automobile dealerships, building materials, grocery stores, and other highway-oriented businesses account for significant portions of the overall opportunity but are not realistic recruitment targets for the historic downtown. Instead, this analysis focuses on those retail and service categories that are both supported by the market and compatible with Downtown Luray’s historic character, walkable environment, and redevelopment objectives.

MARKET FOUNDATION

Conservative Approach to Market Analysis

Resident spending alone supports the plan.

Tourism strengthens the upside; it is not required to create the baseline opportunity.

01 RESIDENT BASELINE

$122.6M in modeled opportunity comes from demand and sales within the 20-minute market.

02 VISITOR UPSIDE

Visitor spending can add to the market, but the dashboard does not quantify a separate tourism total.

03 DISCIPLINED USE

Use the gaps to prioritize concepts, then confirm sites, operators, financing, and feasibility.

Supporting context

The 10-minute core records a $30.5M sales surplus, consistent with spending drawn from beyond the immediate resident base.

Source: Claritas 2026 Retail Market Power. Visitor influence is a planning inference, not a measured tourism total.

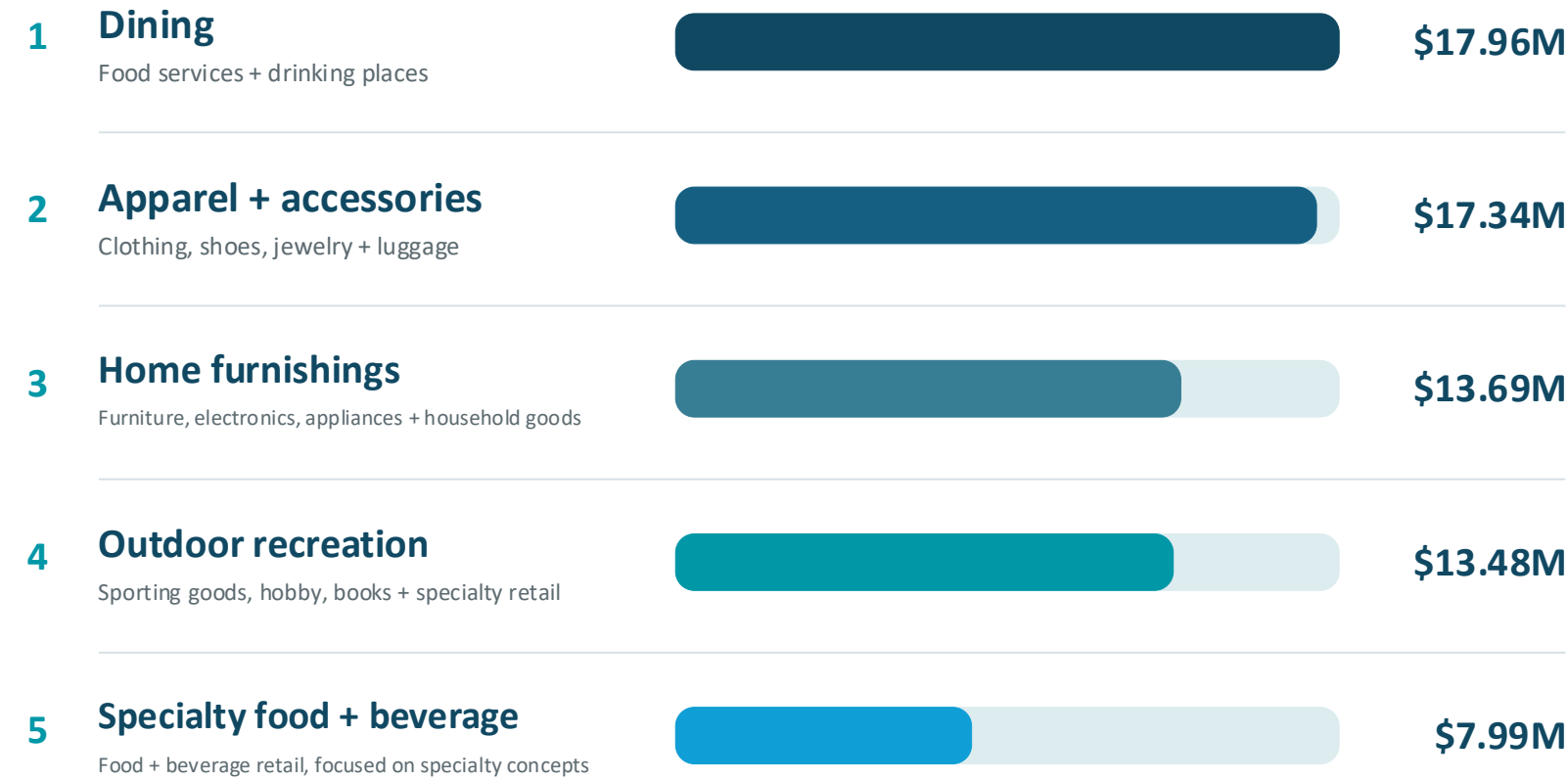
A CONSERVATIVE APPROACH

This analysis establishes a conservative baseline by focusing on resident spending within the 20-minute trade area. Downtown Luray's strong visitor economy provides additional market support. This plan keeps the market opportunities justified by local demand alone which allow tourism to strengthen the opportunities for the market success of downtown.

MARKET FOUNDATION

Downtown Market Opportunities

Resident spending supports five categories that fit downtown storefronts and building reuse.



Source: Claritas 2026 Retail Market Power, 20-minute trade area. Category groupings follow the Market Study.

DOWNTOWN MARKET OPPORTUNITIES

The overall market opportunity of $122.6 million does not mean every retail category is appropriate for Downtown Luray. Much of the unmet demand is associated with automobile sales, building materials, grocery stores, and other large-format commercial uses that are better suited to highway commercial corridors. Instead, the focus should remain on businesses that reinforce Downtown Luray's historic character, strengthen the pedestrian experience, and complement existing merchants.

The analysis identifies several categories where consumer demand aligns closely with the goals of this Small Area Plan. Collectively, these categories represent opportunities to capture additional local spending while expanding the range of goods, services, and experiences available within downtown.

Restaurants & Dining

The strongest opportunity exists in food service, where the market demonstrates $17.96 million in unmet annual demand. Within this category, full-service restaurants account for $10.72 million, supporting additional dining concepts that extend activity into the evening and encourage visitors to spend more time downtown. Coffee shops, specialty food, rooftop dining, breweries, and destination restaurants all align with this opportunity.

Apparel & Specialty Retail

Consumer demand for apparel and accessories exceeds existing supply by $17.34 million annually. Rather than traditional chain retailers, this opportunity favors independently owned boutiques, outdoor outfitters, specialty clothing, footwear, and locally curated retail that complements Downtown Luray's historic shopping environment.

Home Furnishings & Specialty Goods

The market supports an additional $13.69 million in home furnishings, décor, electronics, and specialty household goods. Downtown is particularly well positioned for home décor, antiques, artisan products, galleries, and locally produced merchandise that serve both residents and visitors.

Outdoor Recreation & Lifestyle Retail

Outdoor recreation, hobby, pet-related, and specialty retail categories represent an additional $13.48 million in annual opportunity. Given Luray's proximity to Shenandoah National Park and the Shenandoah River, these categories naturally complement the community's outdoor identity while reinforcing downtown as a base for recreation and tourism.

Specialty Food & Beverage

Specialty grocery, wine, beer, and locally produced food products account for nearly $8.0 million in unmet demand. These businesses support both daily needs and visitor spending while helping establish downtown as a destination for local food experiences.

Rather than pursuing every retail category equally, Downtown Luray should focus on businesses that strengthen its existing identity and reinforce the redevelopment concepts presented throughout this report. The market analysis demonstrates that these opportunities are supported by measurable consumer demand and can be accommodated through incremental building rehabilitation, adaptive reuse, and carefully targeted business recruitment.

MARKET FOUNDATION

Market Implications

Each market signal is translated into a specific planning response.

DINING	**BROWN'S BLOCK** Restaurant, theater, and creek-facing terrace
HOUSING	**HAWKSBILL WATERFRONT** New homes above parking beside the Greenway
RETAIL	**MAIN STREET** Active storefronts at Fairview, Liberty Tax, and Mick or Mack
PARKING	**LIBERTY BLOCK** Shared, phased capacity that uses the site's grade
PUBLIC SPACE	**RUFFNER PLAZA** Shade, seating, events, and a stronger creek connection

Planning synthesis based on the 20-minute market analysis and the Luray Small Area Plan opportunity sites.

MARKET IMPLICATIONS

The market analysis confirms that Downtown Luray's greatest opportunities lie in strengthening existing assets rather than fundamentally changing the role of downtown. The recommendations contained in this Small Area Plan respond directly to demonstrated consumer demand while reinforcing the character, walkability, and historic fabric that distinguish downtown from competing commercial areas.

Building rehabilitation and adaptive reuse represent the most immediate opportunities to expand downtown's economic base. Existing historic buildings provide appropriately scaled space for many of the businesses supported by the market, including restaurants, specialty retail, home furnishings, outdoor recreation, and locally owned food and beverage establishments. These building types also preserve the authenticity that increasingly influences consumer choice in small downtowns.

The market also supports additional residential development within and adjacent to downtown. While housing alone will not transform the local economy, additional residents strengthen the year-round customer base, increase activity beyond traditional business hours, and improve the long-term viability of downtown businesses. Residential infill should therefore be viewed as an economic development strategy as much as a housing strategy.

Public space investments are equally important to market performance. Parks, streetscapes, gathering spaces, and connections to Hawksbill Creek improve the visitor experience, encourage longer stays, and increase the likelihood that residents and visitors will patronize multiple businesses during a single trip. These investments strengthen downtown's competitiveness without relying solely on new construction.

Collectively, the market analysis demonstrates that the redevelopment concepts presented in this report are supported by existing consumer demand. The recommendations are designed to capture a greater share of local spending, leverage Luray's established visitor economy, and reinforce downtown as the community's commercial, civic, and cultural center.



LURAY, VIRGINIA

SMALL AREA PLAN

ARNETT MULDROW

MAHAN RYKIEL ASSOCIATES INC

DOWNTOWN LURAY ILLUSTRATIVE PLAN

The Illustrative Plan establishes a long-term vision for Downtown Luray through a coordinated series of building renovations, strategic infill opportunities, public space improvements, and supporting infrastructure investments. Rather than depicting a single redevelopment project, the plan illustrates how a collection of complementary initiatives can strengthen the historic downtown while preserving the character that makes Luray unique. The plan provides a menu of projects to pursue as market conditions and property owner interests allow.

The plan is organized around several catalytic opportunity areas that work together to reinforce downtown's role as the community's civic, commercial, and cultural center. Existing buildings remain the foundation of the district, while carefully placed infill development fills gaps in the urban fabric, strengthens Main Street, and creates new opportunities for housing, commerce, and private investment.

At the heart of the plan is Ruffner Plaza, envisioned as downtown's principal gathering space and the point where Main Street, Hawksbill Creek, and the Greenway converge. Improvements to the plaza enhance its role as the community's civic living room while creating a stronger connection between downtown and one of Luray's greatest natural assets. From this central gathering place, visitors and residents are naturally drawn toward the surrounding redevelopment opportunities and public spaces.

Several key redevelopment sites provide the greatest opportunity for long-term investment. The Brown's Block represents the plan's premier adaptive reuse opportunity, restoring one of downtown's most recognizable historic properties as a vibrant mixed-use destination overlooking Hawksbill Creek. Nearby, the Hawksbill Waterfront introduces new residential development that expands downtown living while creating an active relationship with the creek and surrounding public spaces. Together, these projects strengthen the economic vitality of downtown while increasing activity throughout the district.

While just outside of the study area, the Broad Street Gateway illustrates how a new property owner can enhance the former Delaware First site for office space in the front and a retail incubator in the rear with landscape enhancements to the parking lot as part of downtown's gateway image entering from the north along Broad Street.

Additional opportunity areas, including the Liberty Block and Market Block, demonstrate how coordinated parking improvements, building rehabilitation, and carefully placed infill can accommodate future growth without compromising the historic pattern of development. A planned expansion of county parking provides the infrastructure necessary to support these investments while improving convenience for businesses, residents, and visitors.

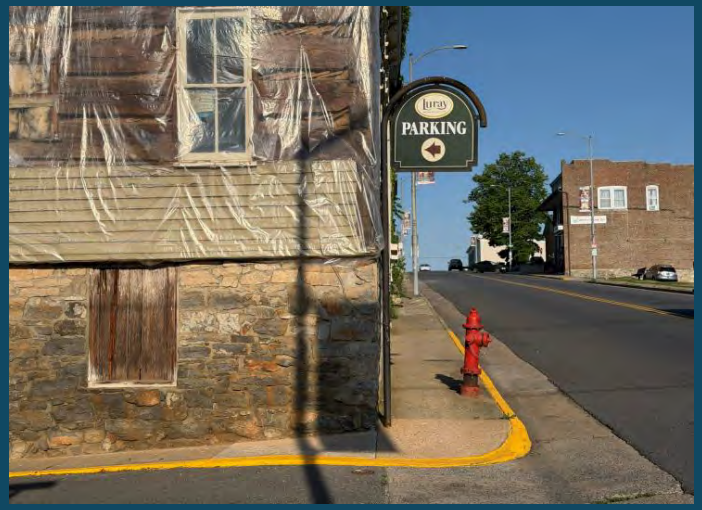
Lastly, the plan illustrates potential tree planting areas along streets, the Greenway, and within infill development blocks/sites to provide much-needed shade and "green" within the downtown core.

Downtown-Wide Opportunities

DOWNTOWN-WIDE OPPORTUNITIES

The plan is organized around several catalytic opportunity areas that work together to reinforce downtown's role as the community's civic, commercial, and cultural center. Existing buildings remain the foundation of the district, while carefully placed infill development fills gaps in the urban fabric, strengthens Main Street, and creates new opportunities for housing, commerce, and private investment. The following recommendations are downtown wide rather than site specific.

Community Character | Materials











Community Character | Materials

The materials that define Downtown Luray are simple, durable, and authentic. Native limestone foundations and retaining walls, weathered wood siding, hand-crafted masonry, and traditional agricultural buildings tell the story of a community shaped by local craftsmanship and the Shenandoah Valley landscape. These materials provide a richness and texture that cannot be replicated through manufactured products or contemporary design trends.

Future public and private investment should draw inspiration from these authentic materials rather than imitate historic architecture. Native stone should be incorporated into walls, landscape features, and public spaces where appropriate. Traditional materials such as brick, wood, and metal should be used honestly, allowing buildings and streetscapes to age gracefully over time. New construction should complement Luray's historic character through quality materials and thoughtful detailing rather than attempting to create a false sense of history.

The photographs shown here illustrate the value of preserving original materials wherever possible. Even utilitarian structures and landscape features contribute to the community's identity and reinforce a sense of place that distinguishes Downtown Luray from newer commercial districts.

Community Character | Topography







Community Character | Topography

Topography is one of Downtown Luray's defining physical characteristics and should be viewed as an asset rather than a constraint. The community's natural changes in elevation create memorable views, establish a strong sense of arrival, and provide opportunities for innovative site design that would not be possible on flatter terrain. The hills and ridgelines also contribute to the visual relationship between downtown, the surrounding mountains, and Hawksbill Creek, reinforcing Luray's unique sense of place.

Future redevelopment should work with the land rather than against it. Changes in grade can accommodate concealed or "over-under" parking, reduce the visual impact of structured parking, create opportunities for walk-out lower levels, and provide distinctive outdoor gathering spaces with elevated views. Buildings should step with the terrain, preserving the natural character of the landscape while minimizing excessive retaining walls and site disturbance.

Successful communities embrace their topography as part of their identity. Downtown Luray's hills are not obstacles to development—they are opportunities to create memorable architecture, unique public spaces, and development patterns that cannot be replicated in flatter communities.

Community Character | Architecture











Community Character | Architecture

Downtown Luray tells its story through a remarkably diverse collection of buildings. Historic homes, commercial storefronts, industrial structures, agricultural buildings, and thoughtfully renovated properties exist side by side, creating a downtown that feels authentic rather than uniform. This mix of building types reflects how the community has grown and adapted over time.

That diversity should continue to shape future investment. Successful new projects do not need to imitate historic architecture, but they should respect the qualities that make downtown feel distinctly Luray: traditional building proportions, durable materials, active storefronts, generous porches, and buildings that contribute to the street rather than turn away from it.

Many of the community's best buildings have already demonstrated how older structures can be adapted for new uses while retaining their character. Rehabilitation, adaptive reuse, and sensitive infill should remain the preferred approach wherever practical, allowing downtown to evolve without losing the authenticity that makes it memorable.

Community Character | Open Space







Community Character | Open Space

Hawksbill Creek and Ruffner Plaza are among Downtown Luray's greatest assets and should become the organizing open spaces around which future investment occurs. Together, they provide a setting that few downtowns can offer a historic Main Street immediately connected to a natural creek corridor, public gathering spaces, and the Luray-Hawksbill Greenway.

Ruffner Plaza should continue to evolve as downtown's primary gathering place. Whether hosting concerts, community events, farmers markets, or simply providing a comfortable place to meet, the plaza has the potential to become Luray's civic living room. Just steps away, Hawksbill Creek offers a distinctly different experience, providing opportunities for walking, relaxation, outdoor dining, and direct connections to the Greenway. Rather than functioning as separate destinations, the plaza and creek should be viewed as complementary public spaces that strengthen one another.

Future improvements should reinforce these connections by encouraging development that faces the creek, improving pedestrian access between Main Street, Ruffner Plaza, and the Greenway, and creating additional places for people to gather along the water. Together, these spaces define Downtown Luray's identity and provide a foundation for many of the recommendations contained in this plan.

Community Character | Tree Canopy









Community Character | Tree Canopy

Tree canopy represents one of Downtown Luray's greatest opportunities for long-term improvement. While several mature specimen trees provide important landmarks and demonstrate the value that shade can bring to the downtown environment, much of the commercial district, its parking areas, and key pedestrian connections remain exposed with little continuous canopy.

Expanding the tree canopy should become a long-term investment in both the appearance and comfort of downtown. New shade trees should be introduced along Main Street where feasible, within parking lots, around public gathering spaces, and along pedestrian routes connecting downtown to Hawksbill Creek and Ruffner Plaza. Because canopy trees require decades to reach maturity, every appropriate planting opportunity should be viewed as an investment in the next generation of Downtown Luray.

A stronger tree canopy will improve walkability, reduce summer heat, soften the visual impact of parking areas, and reinforce downtown's relationship with the surrounding Shenandoah landscape. Over time, mature shade trees can become as important to Luray's identity as its historic buildings and public spaces.

Community Character

Considerations

1. Use historic building materials where practical, and salvage reusable materials when buildings are removed.
2. Work with the topography to preserve views and make compact parking solutions possible.
3. Protect historic buildings and complement, rather than copy, their scale and street relationship in new construction.
4. Strengthen the relationship between public spaces and Hawksbill Creek.
5. Establish tree-planting easements and add canopy on public property or in parks where possible.



LURAY, VIRGINIA
SMALL AREA PLAN

50' 100' 200' 400'

N

ARNETT MULDROW MAHAN RYKIEL ASSOCIATES INC

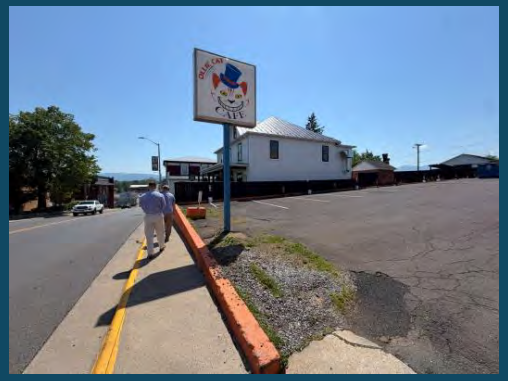
PARKING STRATEGY

Parking is an essential part of a successful downtown, but it should support the pedestrian experience rather than define it. Downtown Luray already benefits from a number of public and private parking resources distributed throughout the district. The opportunity is not simply to add more parking, but to organize existing resources more effectively while planning strategically for future growth.

This plan recommends consolidating parking where practical, improving shared parking arrangements between adjacent properties, and providing convenient rear access to businesses wherever possible. Surface parking should be screened by buildings, landscaping, or tree canopy, allowing Main Street and other primary streets to remain defined by active storefronts rather than parking lots.

Luray's topography also creates opportunities that many downtowns do not have. Changes in elevation can accommodate over-under parking structures, reducing construction costs while minimizing their visual impact. Where additional parking becomes necessary, structured parking should be integrated into mixed-use redevelopment rather than developed as stand-alone facilities.

Parking Screening and Landscaping





PARKING SCREENING AND LANDSCAPING

Small site improvements can have a significant impact on the appearance and comfort of Downtown Luray. Along WestMain Street, parking lots could be softened with shade trees, landscaping, attractive fencing, and clearly defined pedestrian edges. These improvements reduce the visual impact of parking while creating a more comfortable and inviting walking environment. As trees mature, they become one of downtown’s most valuable long-term investments, improving both the streetscape and the pedestrian experience.

Street Trees and Sidewalks





STREET TREES AND SIDEWALKS

Page Street provides an important example to demonstrate strengthened pedestrian connections between The Mimslyn and County offices with the core of Downtown Luray. Today, portions of the corridor lack the streetscape elements that encourage walking. Completing sidewalks, adding street trees, improving crosswalks, and creating a continuous pedestrian environment would transform Page Street into a more attractive and comfortable approach to downtown. These improvements also reinforce the residential character of the corridor while extending the walkable downtown experience beyond Main Street.

Tree Planting





Even a small number of canopy trees can dramatically improve the appearance of a property and the overall streetscape. In this example, the addition of street trees softens the scale of the parking area and new construction, frames the sidewalk, and creates a more comfortable pedestrian environment. Throughout Downtown Luray, similar opportunities exist where strategic tree planting can transform highly visible corridors with relatively modest investment. As these trees mature, they will become one of downtown’s most valuable public assets, improving both the character of the street and the pedestrian experience.

Parking Strategy



PARKING STRATEGY

Parking should function as a coordinated downtown system rather than a collection of individual lots. Wherever practical, adjacent property owners should work together to share parking resources, improving efficiency while reducing the need for additional paved areas. This approach allows future redevelopment to occur without sacrificing convenient parking for businesses and visitors.

Luray's topography creates opportunities that many downtowns simply do not have. Changes in elevation should be leveraged to explore over-under structured parking, allowing direct access from different grades while reducing construction costs and minimizing the visual impact of parking structures.

Parking areas should also be connected to downtown destinations through safe, comfortable, and attractive pedestrian routes. Shade trees, landscaping, lighting, wayfinding, and clearly defined sidewalks encourage people to walk between parking areas and businesses, making the overall parking system more convenient while strengthening the downtown experience. Successful walkability should always be safe, comfortable, purposeful, and interesting.

Parking Strategy

Considerations

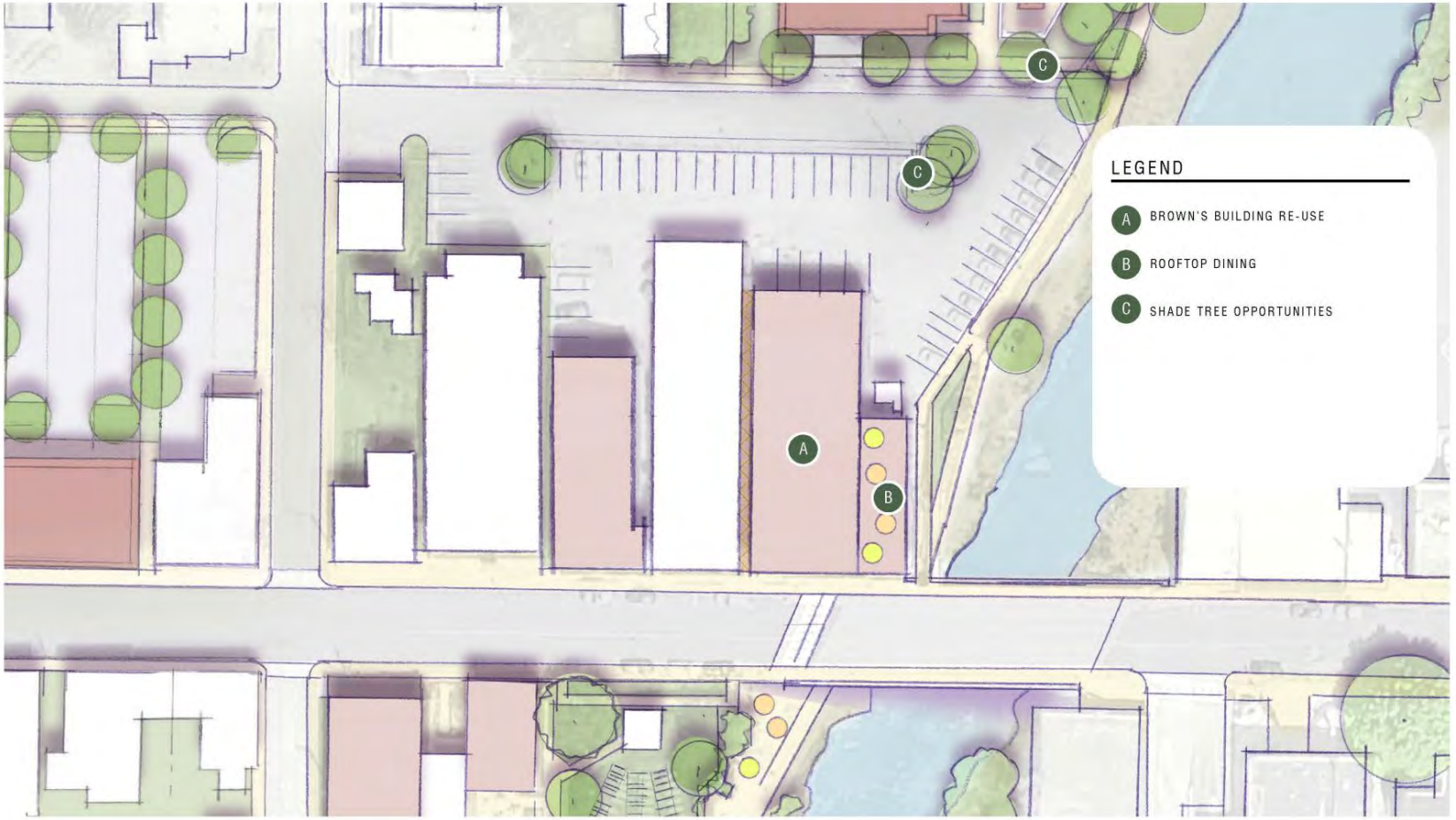
1. Work with property owners to identify and protect opportunities for shared parking across multiple properties.
2. Use the topography to test structured parking with direct access at different elevations.
3. Improve walking connections between parking areas and destinations through wayfinding, trees, and shade.

Walkability characteristics

Safe • Comfortable • Purposeful • Interesting

Site-Specific Opportunities

BROWN'S BLOCK



LURAY, VIRGINIA
SMALL AREA PLAN

25' 50' 100'

N

ARNETT MULDROW MAHAN RYKIEL ASSOCIATES INC

BROWN'S BLOCK

Brown's Block occupies one of the most strategic locations in Downtown Luray, where Main Street meets Hawksbill Creek. The area includes several existing commercial buildings, surface parking areas, and the former Brown's Restaurant and historic Bridge Theatre, creating a unique opportunity to combine historic rehabilitation with new investment and stronger connections to the waterfront.

The plan focuses on reinforcing Brown's Block as a mixed-use district through building rehabilitation, strategic site improvements, and enhanced public spaces. Rooftop dining, additional landscaping, and shade tree islands in the parking lot capitalize on views of Hawksbill Creek while improving the pedestrian experience and strengthening the relationship between Main Street and the waterfront.

As one of downtown's most visible opportunity areas, Brown's Block has the potential to become a catalyst for additional private investment while reinforcing the historic character and economic vitality of Downtown Luray.

Brown’s Block | Existing Conditions



BROWN'S BLOCK – EXISTING CONDITIONS

A Downtown Landmark Ready for its Next Chapter

Brown's Block occupies one of the most important locations in Downtown Luray and has long been recognized as one of the community's premier redevelopment opportunities. Home to the former Brown's Restaurant and the historic Bridge Theatre, the property links Main Street, Hawksbill Creek, and the Greenway while serving as a visual anchor for the downtown district.

The future of the building has been the subject of community discussion for many years. Previous planning and architectural studies, including work prepared by Frazier Associates, have documented the building's historic significance and explored opportunities for its rehabilitation. With the property now in private ownership, attention can shift from studying the building to implementing a redevelopment strategy that restores it as a productive part of downtown.

Because of its location, history, and visibility, Brown's Block has the potential to become the catalyst that demonstrates how historic preservation, economic development, and private investment can work together to strengthen Downtown Luray.

Brown’s Block



Brown’s Block | Rehabilitation Concept

The proposed rehabilitation restores Brown’s Block as one of Downtown Luray’s defining landmarks while adapting it for contemporary commercial use. The concept removes unsympathetic alterations, reestablishes a traditional storefront rhythm, and highlights the building’s historic architectural character. A destination restaurant, rooftop dining overlooking Hawksbill Creek, and active storefronts create activity throughout the day and evening while strengthening the connection between Main Street and the waterfront.

The rehabilitation respects the building’s history while preparing it for its next chapter. Rather than recreating the past, the design demonstrates how thoughtful preservation can accommodate modern businesses, public gathering spaces, and flexible commercial uses within a historic structure. The result is a building that once again contributes to the vitality of downtown while remaining unmistakably part of Luray’s architectural heritage.

Brown's Block



Brown’s Block | Reconnecting Downtown to Hawksbill Creek

Few buildings in Downtown Luray have the opportunity to redefine the relationship between Main Street and Hawksbill Creek the way Brown’s Block does. Its location at the edge of the historic commercial district allows it to become both a destination in its own right and a gateway to the creek, Greenway, and surrounding public spaces. The concept extends activity beyond the sidewalk, creating a place where dining, entertainment, and the waterfront work together rather than existing as separate destinations.

The rooftop restaurant and outdoor terraces transform Hawksbill Creek from something viewed from a distance into an integral part of the downtown experience. Visitors can dine overlooking the creek, walk directly to the Greenway, or continue into Ruffner Plaza, creating a seamless connection between Downtown Luray’s commercial core and its defining natural feature. Rather than turning its back on the water, the building embraces it.

Brown’s Block demonstrates how a single redevelopment project can reshape the way people experience downtown. More than a building renovation, it establishes a new front door to Hawksbill Creek and reinforces the creek corridor as one of Luray’s signature public spaces. Together with Ruffner Plaza and the Greenway, Brown’s Block becomes part of a connected destination that encourages visitors to stay longer, explore farther, and experience downtown in a way that is uniquely Luray.

Brown's Block Suggested Program

- **Redevelop the Brown's Building as a mixed-use entertainment destination** anchored by a destination full-service restaurant, the restored Bridge Theatre as a flexible event venue, and rooftop dining overlooking Hawksbill Creek to create activity throughout the day and evening.
- **Support a destination restaurant concept** based on **$10.7 million in full-service restaurant leakage** within the 20-minute trade area (**$18.8 million** within 30 minutes), indicating sufficient unmet demand to support an additional quality dining establishment.
- **Incorporate boutique office and meeting space on the upper floor** rather than residential units. Professional offices, coworking space, and meeting rooms provide daytime activity that complements restaurant and event operations while avoiding conflicts associated with noise, odors, and late-night entertainment.
- **Leverage the theater as a flexible performance and event venue** for live music, weddings, conferences, community theater, and private events, creating a year-round attraction that complements the existing Page Theater rather than competing with it.

Brown’s Block | Suggested Program

The recommended program is designed to activate Brown’s Block throughout the day and evening while creating a destination that serves residents, visitors, and the broader community. Rather than relying on a single tenant or use, the building should combine complementary activities that reinforce one another and maximize the value of this landmark property.

A destination full-service restaurant should anchor the ground floor, taking advantage of the significant unmet demand for quality dining identified in the market analysis. Rooftop dining overlooking Hawksbill Creek creates an experience that is unique to Downtown Luray and strengthens the connection between the building, the Greenway, and Ruffner Plaza.

The historic Bridge Theatre should be restored as a flexible event venue capable of accommodating live music, community performances, weddings, conferences, private events, and civic gatherings. Rather than competing with the Page Theater, the venue should provide flexible space for smaller productions and community programming that expands Downtown Luray’s entertainment offerings.

Upper floors should accommodate boutique office space, coworking, meeting rooms, or other professional uses that generate consistent daytime activity. Office users provide a stable customer base for downtown businesses, complement restaurant operations, and avoid many of the operational conflicts associated with residential units above an active entertainment venue.

The recommended program creates activity throughout the day, extends downtown’s evening economy, and establishes Brown’s Block as one of Luray’s signature destinations. By combining dining, entertainment, professional space, and public gathering opportunities within a single historic building, the project demonstrates how adaptive reuse can become a catalyst for broader downtown revitalization.

Brown's Block Funding Strategy

- **Maximize Federal and Virginia Historic Rehabilitation Tax Credits.** The Brown's Block should be rehabilitated in accordance with the Secretary of the Interior's Standards for Rehabilitation to qualify for the 20% Federal and 25% Virginia Historic Rehabilitation Tax Credits.
- **Preserve Character-Defining Historic Features.** Rehabilitation should retain and restore significant architectural elements including the historic theater volume, storefronts, masonry, windows, and decorative features to maximize tax credit eligibility.
- **Design the Project Around Tax Credit Requirements.** Building programming, structural modifications, accessibility improvements, and modern building systems should be carefully integrated to meet contemporary needs.
- **Leverage Additional Funding Sources.** Historic Tax Credits should serve as the foundation of the financing strategy and be supplemented, where appropriate, with Virginia Main Street grants, Virginia Enterprise Zone incentives, and other state or local economic development programs.

Brown’s Block | Funding Strategy

The financial feasibility of Brown’s Block begins with historic preservation. Because of the building’s architectural significance and prominent role in Downtown Luray, rehabilitation should be designed from the outset to qualify for available historic preservation incentives. These programs can substantially reduce redevelopment costs while preserving the character that makes the property valuable.

The foundation of the financing strategy should be the 20% Federal Historic Rehabilitation Tax Credit and the 25% Virginia Historic Rehabilitation Tax Credit. Rehabilitation should be completed in accordance with the Secretary of the Interior’s Standards for Rehabilitation, preserving the building’s defining architectural features while integrating modern building systems, accessibility improvements, and contemporary commercial uses.

Historic tax credits should not be viewed as the only funding source, but as the cornerstone of a broader financing strategy. Additional resources may include Virginia Main Street grants, Virginia Enterprise Zone incentives, local economic development programs, preservation funding, and conventional private financing. Together, these programs can reduce the amount of private capital required while improving the overall feasibility of the project.

Brown’s Block has been the subject of preservation planning for many years, including previous work completed by Frazier Associates. Those studies established the building’s historic significance and rehabilitation potential. The next step is implementation using the available preservation tools to transform a long-studied opportunity into one of Downtown Luray’s defining redevelopment successes.

Fairview Apartments



FAIRVIEW APARTMENTS

Fairview Apartments occupies a prominent Main Street frontage with established housing above an underused ground floor. Over time, restoring the former storefront from an apartment back to a retail location could bring more life to the street. It could be home-goods or specialty retailer can activate the sidewalk while keeping the residential use intact. The project would strengthen the block by adding useful shopping and a more active street edge.

Fairview Apartments



FAIRVIEW APARTMENTS AFTER CONCEPT

A restored ground-floor storefront can give a downtown retailer better visibility while keeping the apartments above in active use. The existing building offers a less costly path to stronger Main Street retail.

LIBERTY BLOCK | OPTION 1 PHASE 1



LURAY, VIRGINIA
SMALL AREA PLAN

ARNETT MULDROW MAHAN RYKIEL ASSOCIATES INC

LIBERTY BLOCK

Liberty Block represents one of Downtown Luray's most significant opportunities to coordinate parking, public space, and future infill development within a single block. Rather than redeveloping individual parcels independently, the concept illustrates how phased investment and coordination among property owners can maximize parking capacity while creating new commercial space and strengthening the overall block.

The plan begins with improvements that can be implemented immediately, respecting individual property lines. Parking is reorganized to improve circulation, restrict access to Lancaster Lane, and maximize capacity while introducing small public gathering spaces along Main Street, one permanent and one temporary. Within the temporary space, food truck accommodations and flexible outdoor seating activate the street edge, creating an inviting destination that can support community events and everyday use without requiring major redevelopment.

LIBERTY BLOCK | OPTION 1 PHASE 2



LURAY, VIRGINIA
SMALL AREA PLAN

ARNETT MULDROW MAHAN RYKIEL ASSOCIATES INC

LIBERTY BLOCK: OPTION 1 PHASE 2

As market conditions evolve, the block transitions into a more urban mixed-use environment. New infill buildings front Main Street, replacing the temporary gathering space and vacant frontage, while parking is retained behind the buildings with convenient rear access from Lancaster Lane and North Hawksbill Street. This approach maximizes parking resources while restoring the traditional development pattern that has historically defined downtown.

LIBERTY BLOCK | OPTION 2



LURAY, VIRGINIA
SMALL AREA PLAN

ARNETT MULDROW MAHAN RYKIEL ASSOCIATES INC

LIBERTY BLOCK: OPTION 2

Long-term alternatives illustrate options for how the site's natural topography could accommodate an "over-under" parking structure with at-grade access at three different terraced levels (Option 2) and from two different levels (Option 3), allowing parking to be constructed on two levels while minimizing its visual impact and significantly reducing construction costs compared to a conventional parking deck with internal ramping. By taking advantage of the site's grade change, structured parking can increase capacity while supporting additional infill development and preserving active uses along Main Street.

LIBERTY BLOCK | OPTION 3



LURAY, VIRGINIA
SMALL AREA PLAN

25' 50' 100'

N

ARNETT MULDROW MAHAN RYKIEL ASSOCIATES INC

LIBERTY BLOCK

Together, these alternatives provide a flexible framework rather than a single prescribed solution. Each phase can stand on its own, allowing Liberty Block to respond to future market demand while ensuring that parking, public space, and private investment evolve together.

Liberty Block Illustrative Concept



LIBERTY BLOCK ILLUSTRATIVE CONCEPT

Liberty Block can address two downtown needs: stronger Main Street frontage and more efficient shared parking. A phased approach can begin with coordinated parking and a flexible gathering space, then add infill buildings as demand grows. Re-establishing the street edge would support commercial activity, improve the pedestrian experience and connect private investment to a more functional downtown parking system.

Liberty Tax Building



The Liberty Tax building occupies a prominent corner within Liberty Block and provides an important transition between Main Street and the surrounding parking areas. The building retains its brick construction, traditional storefront configuration and distinctive wraparound upper-floor balcony. However, limited storefront visibility, dated signs and finishes, and minimal activity around the sidewalk prevent the property from contributing fully to the block.

Liberty Tax Building



Rehabilitate the building while preserving its brick façade, decorative cornice and wraparound balcony. Improve the ground floor with transparent storefront windows, coordinated doors and signs, exterior lighting, landscaping and outdoor seating. These changes create a more active corner and strengthen the building’s relationship with the sidewalk.

The ground floor could accommodate a restaurant, entertainment or cultural use that responds to identified downtown market demand. The upper floor can remain flexible for offices, residential units or another compatible use. Returning both floors to active use would support nearby businesses and reinforce Liberty Block as a downtown destination.

The restaurant name and specific use shown in the rendering are illustrative.

Liberty Tax Building | Suggested Program

Rehabilitate the building. Use eligible state and federal historic tax credits where the project qualifies.

Activate the ground floor. Position a restaurant, entertainment, or cultural use to respond to the identified downtown market opportunity.

Keep the upper floor flexible. Accommodate offices, other non-retail businesses, or residential use as demand and building conditions allow.

MARKET BLOCK OPTION 1



LURAY, VIRGINIA
SMALL AREA PLAN

ARNETT MULDROW MAHAN RYKIEL ASSOCIATES INC

MARKET BLOCK

The Market Block focuses on improving the function and efficiency of one of Downtown Luray's existing service blocks while preserving opportunities for future investment. Today, the block contains a collection of individual parking areas and rear service spaces that operate independently. The concepts illustrate how, with cooperation among property owners, these areas can function as a coordinated system, improving access, circulation, and parking without fundamentally changing the character of the block.

Option 1 emphasizes incremental improvements through terraced rear-access parking that respects existing property lines, enhanced landscaping, and the preservation of the West Main Market as a small destination within the block and continued interim use. New canopy trees reinforce the West Main Street edge and provide shade for pedestrians and improve the streetscape image and improved internal circulation creates a more efficient and functional environment while maintaining flexibility for future redevelopment.

MARKET BLOCK OPTION 2



LURAY, VIRGINIA
SMALL AREA PLAN

25' 50' 100'

N

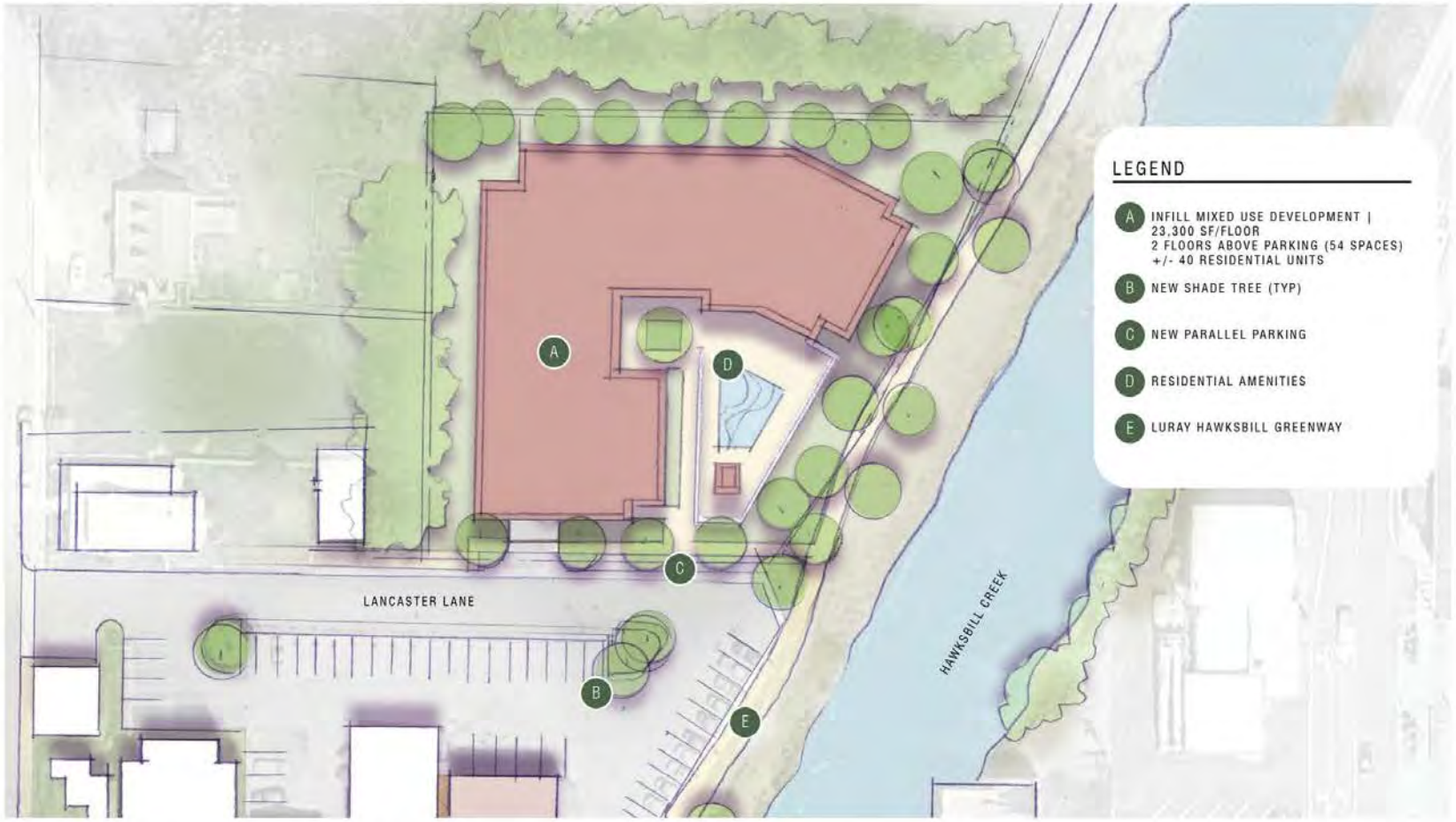
ARNETT MULDROW MAHAN RYKIEL ASSOCIATES INC

MARKET BLOCK

Option 2 explores a longer-term alternative that introduces new infill development in place of the West Main Market (which could be relocated to another site) along Main Street while taking advantage of the site's topography to accommodate an over-under parking structure. Similar to Liberty Block, the grade change allows parking to be developed on two levels with a lower construction cost than a conventional parking deck with internal ramping, preserving valuable parking while strengthening the street edge with new commercial development.

Both concepts demonstrate that parking and redevelopment can be planned together rather than independently. By coordinating circulation, improving the pedestrian environment, and preserving opportunities for future infill, the Market Block can continue to support downtown businesses while adapting to changing market conditions.

HAWKSBILL WATERFRONT



LURAY, VIRGINIA
SMALL AREA PLAN

25' 50' 100'

N

ARNETT MULDROW MAHAN RYKIEL ASSOCIATES INC

HAWKSBILL WATERFRONT

The Hawksbill Waterfront illustrates how compatible infill development can introduce new residential opportunities while strengthening Downtown Luray's relationship with Hawksbill Creek. Although conceptual, the plan demonstrates how one of downtown's most attractive redevelopment sites could accommodate new investment while respecting the scale and character of the surrounding district and the site's location within the floodplain.

The concept envisions a primarily residential mixed-use building that frames the waterfront and takes advantage of its exceptional location between the Luray-Hawksbill Greenway and Main Street. Residential units would place new residents within easy walking distance of downtown businesses while providing direct access to the Greenway and one of Luray's most significant natural amenities. Limited commercial space may also be appropriate, providing flexibility as market conditions evolve.

The site's location within the floodplain requires that residential uses be elevated. Therefore, parking can be located beneath the building, minimizing its visual impact while creating an active street edge along Lancaster Lane. Residential amenities, enhanced landscaping, and improved access to the Greenway reinforce the project's role as a transition between the downtown commercial district and the Hawksbill corridor. The plan illustrates potential additional tree planting along the Greenway, however, selected species would need to be appropriate for planting within the floodway.

Rather than prescribing a specific development, this concept demonstrates how thoughtfully designed infill can expand downtown housing, strengthen the local tax base, and introduce new year-round activity while preserving the character that defines Downtown Luray. It illustrates how future private investment can embrace the creek as an amenity, creating a residential environment that is uniquely connected to both nature and downtown life.

COUNTY PARKING EXPANSION



LURAY, VIRGINIA

SMALL AREA PLAN

ARNETT MULDROW

MAHAN RYKIEL ASSOCIATES INC

COUNTY PARKING EXPANSION

A planned expansion of county parking provides the infrastructure necessary to support these investments while improving convenience for businesses, residents, and visitors. Lastly, the plan illustrates potential tree planting areas along streets, the Greenway, and within infill development blocks/sites to provide much-needed shade and “green” within the downtown core.

RUFFNER PLAZA ENHANCEMENTS



LURAY, VIRGINIA

SMALL AREA PLAN

ARNETT MULDROW MAHAN RYKIEL ASSOCIATES INC

RUFFNER PLAZA ENHANCEMENTS

Ruffner Plaza is a well-used public space at the center of downtown, but limited shade reduces its comfort during parts of the day. The concept proposes modest improvements that preserve the plaza's existing role while making it more comfortable for everyday use. Canopy trees along the west side of the amphitheater could shade seating in the late afternoon and early evening. Metal tables with umbrellas could provide shade around midday. Additional floodway-appropriate canopy trees along the parking edge and Greenway would improve comfort and reinforce the plaza's connection to the creek corridor. The concept plan also shows the Town's planned restroom structure within the parking area. The landscape and furnishing improvements remain conceptual, while the restroom is a separate planned Town project.

Hawksbill Greenway Enhancements





PLANTING WITHIN THE FLOODWAY

Many stretches of the Greenway lack shade, particularly within the downtown core on both sides of West Main Street. Consider planting canopy shade trees (native species), appropriate for use within the floodway to provide more comfort and visual interest to pedestrians, along with habit value. Before planting, it will be important to check with local regulations as planting within the floodway may require permits or specific species lists from the local watershed authority. Tree species should be tolerant of persistent wet soils, periodic flooding, and low oxygen conditions.

Ruffner Plaza Enhancements





TREE SPECIES

Appropriate tree species might include:

Bald Cypress (best planted in groups for erosion control and bank stabilization)

River Birch

Sweetgum

Swamp White Oak

Mick or Mack Building



Mick or Mack Building

The Mick or Mack Building represents an excellent opportunity to bring one of Downtown Luray's most distinctive historic commercial buildings back into active use. The concept restores the building's historic façade, rehabilitates the storefronts, and reactivates all three levels with complementary uses that generate activity throughout the day.

Mick or Mack Building



MICK OR MACK BUILDING

The Main Street level is envisioned as a specialty market and café featuring locally produced foods, Virginia wines, specialty groceries, and prepared foods that serve both residents and visitors. Upper-floor residential units introduce additional housing into downtown, while the walk-out lower level provides flexible space for community gathering, small events, or other public-oriented uses that benefit from direct access at the lower grade.

The proposed business shown in the rendering is illustrative only. The concept demonstrates how rehabilitation, thoughtful programming, and high-quality storefront improvements can transform the Mick or Mack Building into an active downtown destination while preserving one of Luray’s important historic commercial buildings.

Mick or Mack Building





The rehabilitation respects the building’s unique split-level design. Restored storefronts, improved lighting, coordinated signage, and larger display windows create a more active Main Street presence while preserving the elevated entrances and historic brick façade. The lower level benefits from its own entrance and visibility, allowing it to become an active part of the building rather than leftover space.

Mick or Mack | Suggested Program

Create a specialty food market and café. Test a 1,500–3,000 SF concept centered on local goods, prepared foods, wine, cheese, and visitor provisions.

Use the identified market opportunity. The 20-minute market shows a $1.75M specialty-food gap and a $1.88M beer, wine, and liquor gap.

Use all three levels. Place retail at Main Street, housing above, and a small gathering or tasting use on the lower level.

Make it distinctly local. Feature Shenandoah Valley products and downtown-branded merchandise.

SUGGESTED PROGRAM

The Mick or Mack Building is well suited for a specialty market and café that celebrates the products and character of the Shenandoah Valley. A 1,500- to 3,000-square-foot market featuring local foods, prepared meals, Virginia wines, cheeses, baked goods, and visitor provisions would respond directly to identified market demand while creating a destination that serves both residents and visitors. The concept is supported by an estimated $1.75 million opportunity in specialty food sales and an additional $1.88 million opportunity in beer, wine, and liquor within the 20-minute trade area. Retail activity at the Main Street level, housing above, and a small gathering or tasting space on the lower level would activate the entire building while establishing a distinctly local destination that reflects the character of Downtown Luray.

BROAD STREET GATEWAY PARCEL



LURAY, VIRGINIA
SMALL AREA PLAN

25' 50' 100' N

ARNETT MULDROW MAHAN RYKIEL ASSOCIATES INC

BROAD STREET GATEWAY

The Broad Street Gateway Parcel represents one of Downtown Luray's largest redevelopment opportunities. Its prominent location at the northern entrance to downtown, substantial existing buildings, and expansive paved areas provide the flexibility to accommodate a variety of future uses while strengthening this important gateway.

The concept illustrates how portions of the existing buildings could be repurposed for maker space, light production, artisan businesses, or other employment-generating uses while reorganizing parking to better serve employees, customers, and downtown visitors. New shade trees, landscaped parking islands, and stormwater improvements soften the site, improve its appearance, and create a stronger visual transition into downtown.

Because the property is adjacent to existing public parking resources and occupies a highly visible gateway location, its long-term redevelopment has the potential to support both economic development and the broader parking needs of Downtown Luray. The concept demonstrates how a largely utilitarian property can evolve into an attractive mixed-use employment center while preserving the flexibility needed to respond to future market opportunities.

BR Street Gateway: Existing Conditions



BROAD STREET GATEWAY: EXISTING CONDITIONS

The former Delaware First property occupies a prominent Broad Street frontage at the northern approach to downtown. The existing building and parking area provide the foundation for the reuse concept shown on the following slides.

Broad Street Gateway: Facade Concept



Illustrative building reuse concept

BROAD STREET GATEWAY: FAÇADE CONCEPT

As one of the first buildings encountered when entering Downtown Luray from Broad Street, this property can establish a positive first impression. The concept repositions the building as a mixed-use gateway with office space fronting Broad Street and flexible rear space suitable for a retail incubator or other entrepreneurial uses. The rendering illustrates the building's redevelopment potential and design intent rather than a specific tenant or final floor plan.

Broad Street Gateway: Landscape Design Study

EXISTING CONDITIONS



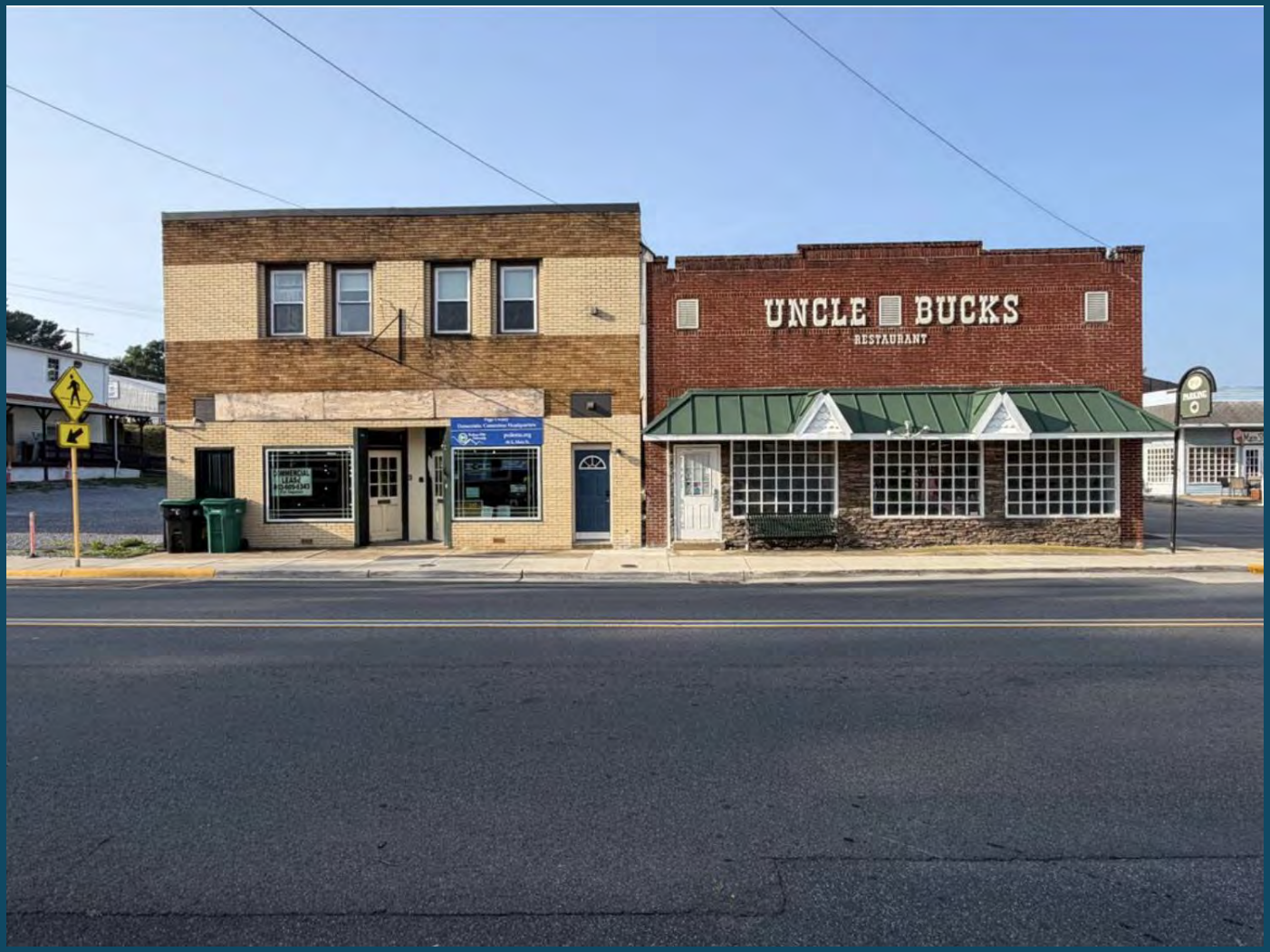
ILLUSTRATIVE LANDSCAPE CONCEPT



The landscape rendering is a design study. Refer to the Broad Street Gateway Parcel plan for the proposed layout.

This concept illustrates how thoughtful site design can transform the Broad Street Gateway Parcel into an attractive mixed-use destination. Parking is organized around generous landscape islands and shade trees, reducing the visual impact of paved areas while creating a more welcoming approach into downtown. The rear portion of the building is envisioned as a market and café, activating the site with outdoor seating and creating another destination that serves both residents and visitors. Together, building rehabilitation, landscape improvements, and high-quality site design establish a stronger gateway while preserving flexibility for future redevelopment.

Uncle Buck's Building: Existing Conditions



UNCLE BUCKS BLOCK

The Uncle Buck’s property includes two adjoining Main Street buildings with distinct brick façades and storefront configurations. The existing condition includes aging storefront materials, limited visibility into the ground-floor spaces, inconsistent signage and awnings, and few pedestrian-oriented features along the sidewalk. However, the buildings retain their traditional scale, upper-story windows and established storefront locations, providing a strong foundation for rehabilitation and new commercial activity.

Uncle Buck's Building: Illustrative Reuse Concept



UNCLE BUCKS

The illustrative concept retains the two-building form and existing brick character while improving the ground floor for active commercial use. Proposed changes include refreshed masonry, larger and more transparent storefront windows, coordinated signs and awnings, improved entrances, exterior lighting, planters and sidewalk seating. The upper-story windows are also emphasized to improve the appearance of the entire façade.

The rendering shows a retail use in the smaller storefront and a restaurant in the former Uncle Buck’s space. These complementary uses could generate activity during both the day and evening, strengthen this portion of Main Street and encourage additional investment in nearby properties.

The business names and specific tenant uses shown in the rendering are illustrative. Final tenants and uses have not been selected.

Town-Wide Opportunities

Site Planning



Site Planning

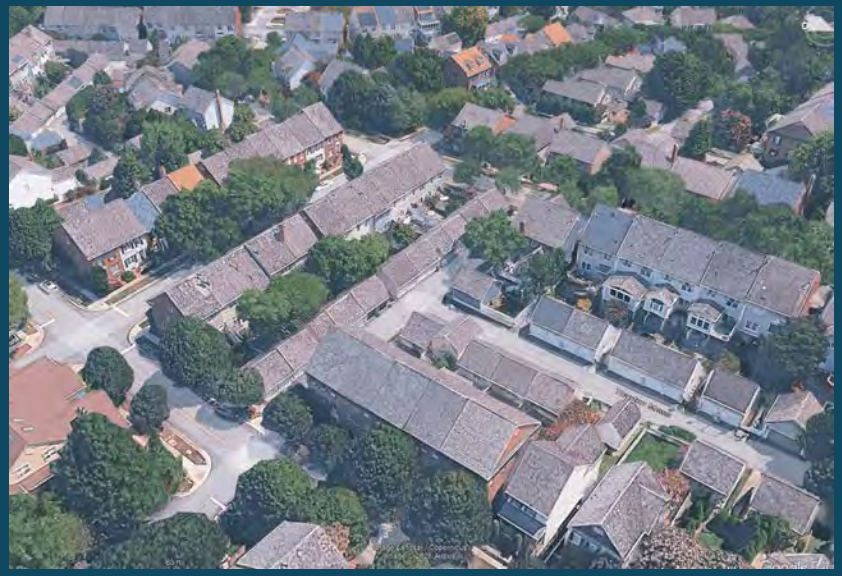
Considerations

1. Adopt basic design and bulk standards in the development code.
2. Set expectations for connected blocks and reasonable block length.
3. Relate building height and placement to the adjoining street.
4. Coordinate grading, utilities, and tree planting early.
5. Require useful common open space in larger developments.
6. Encourage alleys and rear-access garages where feasible.

Site Planning









Refine Downtown Grant Program

- Create a matching Façade Improvement Grant
- Add a Landscape & Site Improvement Grant
- Prioritize catalytic and historic projects
- Leverage state funding to capitalize the program
- Administer the program as an annual competitive reimbursement grant

Luray’s grant program can move visible property improvements from planning into construction. Matching support for façades and site work should favor projects that preserve historic buildings or unlock larger private investment. A predictable annual program would help the town make steady progress one property at a time.

Implementation Roadmap

ORGANIZE

Confirm priorities, partner roles and property-owner participation.

PREPARE

Complete feasibility, site-control, survey, design and cost work for the next projects.

FUND AND PHASE

Pair the grant program with public-private funding. Advance early public-realm and rehabilitation projects while complex sites mature.

TRACK

Review storefront occupancy, completed rehabilitation and housing, parking and public-space use, and private investment.

IMPLEMENTATION

The Downtown Luray Small Area Plan is intended to guide investment over many years. Some recommendations, such as façade improvements, streetscape enhancements, and tree planting, can begin immediately. Others, including Brown's Block, the Hawksbill Waterfront, and larger redevelopment sites, will require additional planning, partnerships, and private investment. Progress should be measured by moving projects from concept to construction one step at a time.

The first priority is organization. The Town should confirm which projects are most important, identify willing property owners, and establish partnerships with organizations that can help move projects forward. Not every project will happen at the same pace, and that's expected. Some opportunities will advance quickly while others may take years to mature.

Once priorities are established, attention should turn to project readiness. Survey work, structural evaluations, environmental review, preliminary design, cost estimates, and market testing all improve the likelihood of securing funding and attracting private investment. Completing this work before pursuing grants or redevelopment partners reduces risk and keeps projects moving.

Implementation should combine public investment with private redevelopment. Public improvements—including streetscapes, parking, Ruffner Plaza, and Greenway connections—can build momentum while encouraging private investment in building rehabilitation, housing, restaurants, and new businesses. The Town should continue to leverage historic tax credits, Virginia Main Street resources, grants, and other funding programs wherever possible.

Finally, the plan should be reviewed regularly. Tracking completed rehabilitation projects, new businesses, housing, private investment, and public space improvements will help the Town measure progress, adjust priorities, and keep the plan relevant as Downtown Luray continues to evolve.