

Community Design

Goal:

Luray will encourage building, landscaping, land planning, and land development which is consistent with the Town appearance in order to add value, for residents and visitors alike.

The Community Design element is intended to address the built and natural environment. This includes the image and character of Luray's neighborhoods, quality of its buildings, streets, and public spaces - and Luray's historic attributes.

This element complements a number of other elements including transportation and land use. In addition, this element ties to the policies of the Commercial and Economic Development element. The Town's strength is in part derived from its visual characteristics. Accordingly, policies regarding community design should be examined in the context and implementation of other parts of the Comprehensive Plan.

Objectives:

Objective 1: Promote an image of a visually cohesive community to residents and visitors.

Strategies: a. Develop identifiable and attractive gateways at major portals to the Town.

b. Encourage in-fill of vacant property in and around the downtown business core. Review proposals for in-fill development to ensure compatibility with existing structures.

c. Consider adopting a sign ordinance that is aesthetically pleasing and provides for adequate business promotion; give special consideration to the U.S. Highway 211 corridor.



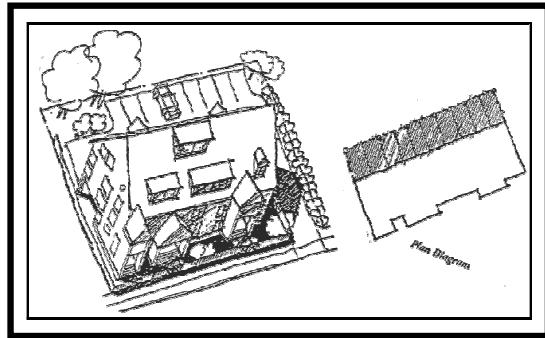
A sign that is low to the ground, easily visible, and attractive.

d. Ensure that Town capital improvement projects take community design into account in order to make a positive contribution to the Town's character.

e. Promote underground utilities to enhance visual amenities.

Objective 2: Maintain a policy that new developments place the needs of human beings before that of the automobile.

Strategies: a. Encourage a compact Town development form in order to allow for interaction, convenience, and alternative forms of transportation.



A conceptual site plan with parking located in the rear of a building.

b. Encourage creative site planning and architecture in order to establish a built environment that maintains human scale, retains aesthetics, and offers various levels of interaction to all members of the community.

c. Where appropriate, encourage mixed use developments which allow residents access to daily shopping needs, and the ability to work and recreate in their neighborhoods.

d. When possible, consider placing parking areas behind buildings and structures.

Objective 3: Promote elements of traditional neighborhood design.

Strategies: a. Promote a town look and feel through the natural extension of streets.

b. Consider requiring the inclusion of some percentage of open space in all residential areas.



An example of a neighborhood with street landscaping, pedestrian and car access, and a mixture of uses.

c. Provide residents with places to walk in order to provide safe access to Town facilities and nearby institutions.

e. Encourage large residential developments to have a diversity of housing types, and styles.

f. Encourage street trees for residential and commercial development.

Objective 4: Encourage the adaptive reuse of existing structures to accommodate a variety of uses; particularly in the business core.

Strategies: a. Identify on a map an area of the downtown core where the Town would like to encourage the adaptive re-use of existing buildings and review the Town Code to ensure that a mix of desirable uses would be allowed on these properties.

b. Encourage the preservation of historic structures.