

What will Luray be like in 2027?

Through carefully managed growth the Town of Luray will be...

A ***vibrant town*** that maintains our small-town community look and feel where the local economy encourages and promotes a climate that fosters small business growth. Tourism remains the backbone of the local economy, and small cottage industries thrive in an atmosphere that fosters and rewards creativity, ingenuity, and a sense of hometown pride.

A ***vital community*** that guarantees the prosperity of the town and the future of young and old alike. Citizens value heritage, community pride, valley setting, recreational facilities, tourism attractions, historic character, desirable housing, and local shopping centers. As a safe and walkable community, our parks and greenways are well used, well-maintained, and accessible.

A ***good place*** to move to, grow up in, remain a part of the community, and to retire where all residents continue to enjoy and sustain a high quality of life.

A ***recognizable community*** that values managing growth through proper planning and zoning and benefits from having a "clear edge" between the town and the rural country-side. Enhanced community activities, including educational opportunities, are available for all to enjoy. Our infrastructure is well-maintained and superior technology systems are provided.

An ***active hub*** of historical and artistic activity, surrounded by carefully protected green spaces. Agricultural areas feature environmentally-sound management of our natural resources, and an unobstructed view of the mountains and their safeguarded ridgelines.

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