Draft Plan
October 2026



TOWN OF DUMFRIES

Small Area Plans

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Overview

In 2025, the Town of Dumfries approved Destination Dumfries 2044 as a modern, community-driven 20-year comprehensive plan to achieve the community's vision for vibrancy, growth, development, and quality of life.

The Destination Dumfries 2044 Vision is as follows:

- ***Dumfries is a destination, not just a place to pass through.***
- ***Dumfries is a complete community, where residents and visitors alike are able to live, work, play, and relax.***
- ***Dumfries is accessible and connected via all modes of transportation.***



Early in the Destination Dumfries process, The Town recognized that a vision is achieved through community participation and strategic community investments. The planning framework for Destination Dumfries identified five special areas of the Town that, if planned with intention, could serve as the proof points and accelerators for the Town's vision. These areas, the Town's future mixed-use hubs, can be thought of as intentionally designated and well-planned medium- and high-density neighborhoods or precincts that collocate residential, commercial, and community spaces. These hubs create the opportunity to live, work, shop, dine, and play in walkable, multimodal places that have a distinct sense of place, while working together to create one cohesive experience.

Destination Dumfries 2044 set out an early idea of what each mixed-use hub could contain, the experiences they each could offer, and how they could contribute to the future vision of Dumfries. The Comprehensive Plan also identified specific early recommendations and action that the Town would need to undertake in order to make the mixed-use hubs a reality.

This document fulfills many of the early recommendations and actions—chiefly serving as the Small Area Plan for the first three mixed-use hubs.



Main Street Commons



Dumfries Gateway



The Waterfront

Destination Dumfries 2044 outlines key recommendation and actions related to mixed-use hubs and small area plans.

- **LUL1.1A –** Prepare a detailed Small Area Plan for the Main Street Commons Hub that reinforces the area as the town's civic and cultural heart, and includes enhanced pedestrian circulation to and within the Civic Campus/Town Hall Complex that includes Town Hall, the Police Department, Garrison Park and the Jeff Simpson Community Center.
  - **LUL1.1Aa –** In the SAP, design the Main Street right-of-way in accordance with the existing guidelines for improving Main Street between Fraley Boulevard and Quantico Creek (northern side, passing by the Town offices).
- **LUL1.2A –** Prepare a detailed Small Area Plan for the Waterfront District Hub that considers the results of the environmental assessment and feasibility study, capitalizes on the natural assets of the area, and includes recreational uses such as watercraft launches, trails, boardwalks, educational and interpretive signage, outdoor classrooms, eco-tourism, and commercial uses.
  - **LUL1.2Aa –** When developing the SAP, evaluate the development potential for the Waterfront District Hub based on the findings of the EPA Brownfields Assessment.
  - **LUL1.2Ab –** Within the SAP, integrate pedestrian connectivity to and along the waterfront to encourage walking and recreational uses.
  - **LUL1.2Ac –** Within the SAP, encourage public transportation infrastructure in developments to reduce car trips.
  - **LUL1.2Ad –** Use the SAP to promote the development of a Planned Mixed-Use District to redevelop and revitalize the Waterfront District, and to foster a diversity of uses that weave together a variety of activities and land uses.
  - **LUL1.2Ae –** Encourage waterfront- and creek-oriented activities and access to maximize Quantico Creek's potential as an eco-tourism destination and recreational asset.
- **LUL1.4A –** Prepare and implement a detailed Small Area Plan for Gateway Hub.

What is a Small Area Plan?

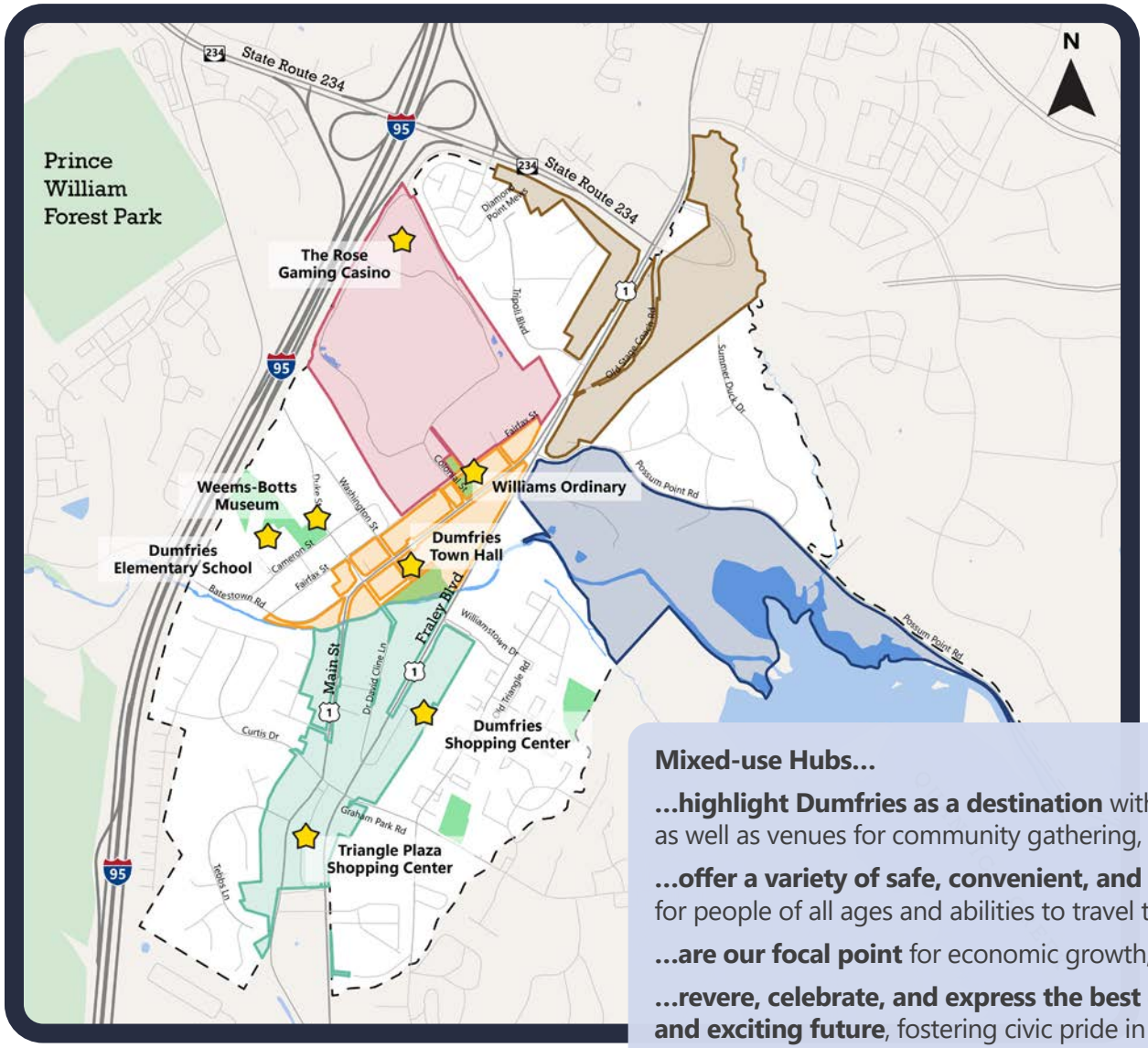
Destination Dumfries developed the broad and general recommendations needed to achieve the 20-year vision for the entire town. A Small Area Plan, in contrast, is a community-focused planning document that provides guidance for improving specific neighborhoods and commercial districts within a larger community. Small Area Plans adapt and evolve the general actions of the comprehensive plan to create more specific, targeted, and actionable recommendations for growth and development that reflect unique characteristics, context, and goals of different areas of a community.

Each small area plan was developed in the context of understanding past, current and existing conditions of the Town and the specific mixed-use hub; curating a visioning process; gathering community feedback; and researching market trends and opportunities. In response to these contexts, each plan includes an identity and focus areas; a disciplined economic development plan; recommendations related to multiple planning topics like housing, transportation, and land use; and an implementation strategy to create ownership and accountability for the plan's success.

The key elements of the Small Area Plans:

- **Existing Conditions** creates a common, foundational understanding of where Dumfries is starting the planning and implementation journey for each plan. It reveals the past trends, current realities, programmed near-term changes that influence and set the stage for planning outcomes. It also highlights physical constraints of built infrastructure and the natural environment and outlines the policies, regulations, and zoning that shape each small area today. The full existing conditions report is included as Appendix A.
- The **Market Analysis** quantifies Town-wide supply and demand for across real estate (for-sale and for-rent), hospitality, entertainment and retail sectors. It analyzes trends in the market identify opportunities where Dumfries is well-positioned to capture additional market share. *The full Market Analysis is included as Appendix B.*
- **Community Engagement** invites the true owners and champions of this plan–the residents, business owners, town staff, and appointed and elected officials-to provide direct feedback about their experiences, their needs, and their ideas of what Dumfries is **today** and what Dumfries should (or shouldn't) aspire to be **tomorrow**. *Summarized feedback and results from community engagement is included as Appendix C.*
- Community engagement was used to inform a **Visioning** process that creates a refreshed identity and supports focus areas for each small area plan. Identities are clear statements that represent the aspiration for what each Small Area should become and focus areas highlight key planning topics or community needs that have to be addressed to realize the identity.
- **The Economic Development Plan** creates an actionable roadmap to catalyze economic activity in direct response to the barriers, challenges, and opportunities identified as part of the conditions, market analysis, and community feedback. *A full Economic Development Plan is included as Appendix D.*
- **Recommendations**, such as policies, projects, investments, guidance, and future studies, suggest how the Town will advance major planning topics such as community character, land use, zoning, economic activity, and transportation.
- The **Implementation Strategy** outlines the roles, responsibilities, timeline, responsible parties, partnerships and next steps that will be needed to advance each recommendation and make progress in unlocking the potential of each small area.

Figure 1: Mixed-Use Hubs



What are Mixed-Use Hubs?

Destination Dumfries 2044 identified five Mixed-Use Hubs that will serve as the focal point for growth, investment, and community activation over the next 20 years. As stated previously, mixed-use hubs can be thought of as intentionally designated and well-planned medium- and high-density neighborhoods or precincts that collocate residential, commercial, and community spaces.

The Entertainment District and Route 234 Crossroads mixed-use hubs will be the subject of a future small area planning process. The Main Street Commons, Dumfries Gateway, and Waterfront Mixed-Use Hubs (referred to as the "Hubs" hereafter) are the subjects of this initial small area plan process.

Mixed-use Hubs…

…highlight Dumfries as a destination with complete offerings, providing everyday amenities as well as venues for community gathering, that invites people to work, live, play, and visit.

…offer a variety of safe, convenient, and accessible transportation and mobility options for people of all ages and abilities to travel through and between the Hubs.

…are our focal point for economic growth, placemaking, and community pride.

…revere, celebrate, and express the best of Dumfries's historic past, shared present, and exciting future, fostering civic pride in residents and regional neighbors alike.

…simultaneously reflect their own distinct identity and complement one another, together providing access to a variety of destinations that make Dumfries a great place to live.

Figure 2: Main Street Commons



The Main Street Commons Small Area is in the heart of Dumfries, on the western side of Fraley Boulevard (Route 1 Northbound). Main Street is Town's north-south corridor that runs through the middle of this Hub. South of Graham Park Road and North of Canal Road, Main Street is designated as Route 1 Southbound and is a one-way street from the southern border of the Town north to Canal Road. Between Graham Park Road and Canal Road, Main Street is designated as Route 1 and is bidirectional. The Hub's boundaries are formed by Quantico Creek to the south, by Fraley Boulevard to the east, and by Fairfax Street to the northwest.

Destination Dumfries 2044 suggests the Main Street Commons Small Area Plan should:

Reinforce the area as the town's civic and cultural heart.

Many of Dumfries' civic and historic establishments are located in and around Main Street Commons. These include Town Hall, the Town of Dumfries Police Department, the Dumfries Community Center, Cecil W. Garrison Park, the Williams Ordinary Historic Site, the Weems-Botts Museum and Annex, Merchant Park, and Dumfries Elementary School. This area is also fully encompassed by a Historic Preservation overlay district and Planned Mixed-Use overlay district.

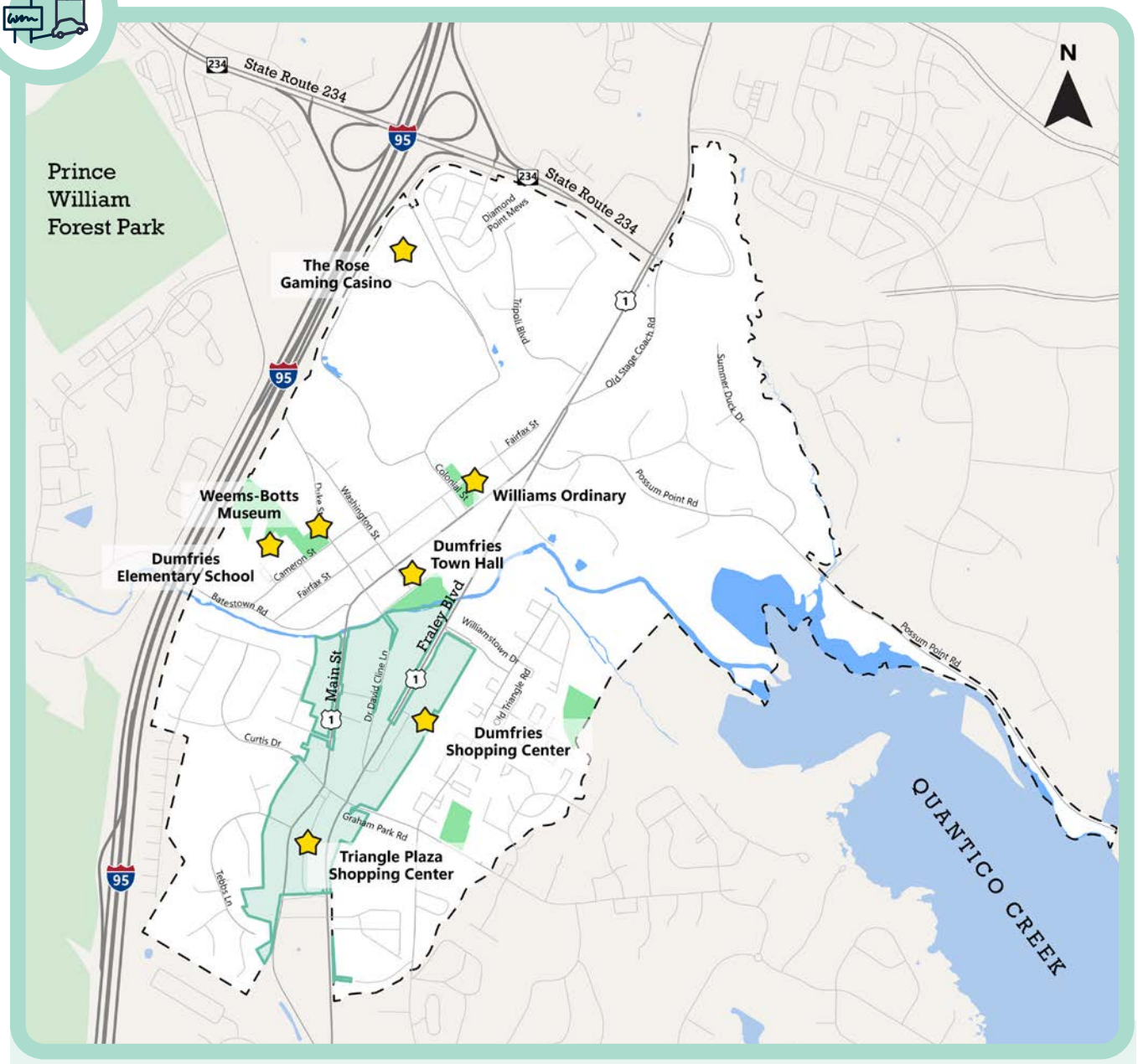
Design the Main Street right-of-way for a pleasant walking experience in accordance with the existing guidelines for improving Main Street.

When the Fraley Boulevard (Route 1) Road Widening Project is complete, ownership of the Main Street right-of-way will be transferred to the Town of Dumfries. The southern end of Main Street is currently contemplated to be converted to a cul-de-sac, eliminating the current intersections of Main Street with Fraley Boulevard and with Quantico Gateway Drive. With full ownership of the public right-of way, the Town will have the opportunity to convert Main Street into a local "complete street" that supports vibrant, walkable, and multimodal mixed-use development in the heart of Dumfries. The Main Street District Pattern Book will be a key tool to guide the desired visual, architectural, streetscape themes of Main Street.

Include enhanced pedestrian circulation to and within the Civic Campus and Town Hall Complex.

The Civic Campus, Town Hall Complex, and Garrison Park are key locations where community gatherings, townwide events, and civic patriation occur, making them important destinations for residents in all neighborhoods of Dumfries. Enhancing pedestrian and bicycle links to and between these destinations reinforces the people-centered character of these areas and reduces barriers to participation by improving accessibility.

Figure 3: Dumfries Gateway



The Dumfries Gateway Small Area is a primarily commercial area located at the southern end of Dumfries, south of Quantico Creek. This Hub represents the southern entrance to the town. This Hub includes the recently-developed Town Square apartments and Highland Park Townhomes. Dumfries Gateway is notably between the Williamstown neighborhood to the east, and Prince William Estates to the west. A Virginia Department of Transportation (VDOT) storage facility and the Town boundary serve as the southern border of this Hub.

Destination Dumfries 2044 suggests the Dumfries Gateway Small Area Plan should:

Encourage redevelopment opportunities for the Triangle Plaza and Dumfries Shopping Centers.

The Triangle Plaza and Dumfries Shopping Centers are the two anchor commercial and retail centers in Dumfries. Built in 1961 and 1965 respectively, these shopping centers are long-standing commercial pillars in Dumfries and the local region. Both shopping centers are oriented towards automobile access, with large surface parking lots between the space and Fraley Boulevard. Though individual lot improvements have occurred for tenant properties, neither shopping center has undergone a shopping center-wide façade renovation or modernization in more than 60 years of service. The Route 1 Road Widening project, initially proposed in 1994 and now with a clear construction timeline, will reconfigure the frontages, parking area, and transportation access points of both shopping centers. As the road widening project approaches completion and the Dumfries Gateway Small Area Plan is implemented, the owners of both shopping centers may be able to capitalize on redevelopment opportunities to create a more modern mix of retail, residential, and other uses that address the needs of Dumfries' residents and attracts more business activity from visitors.

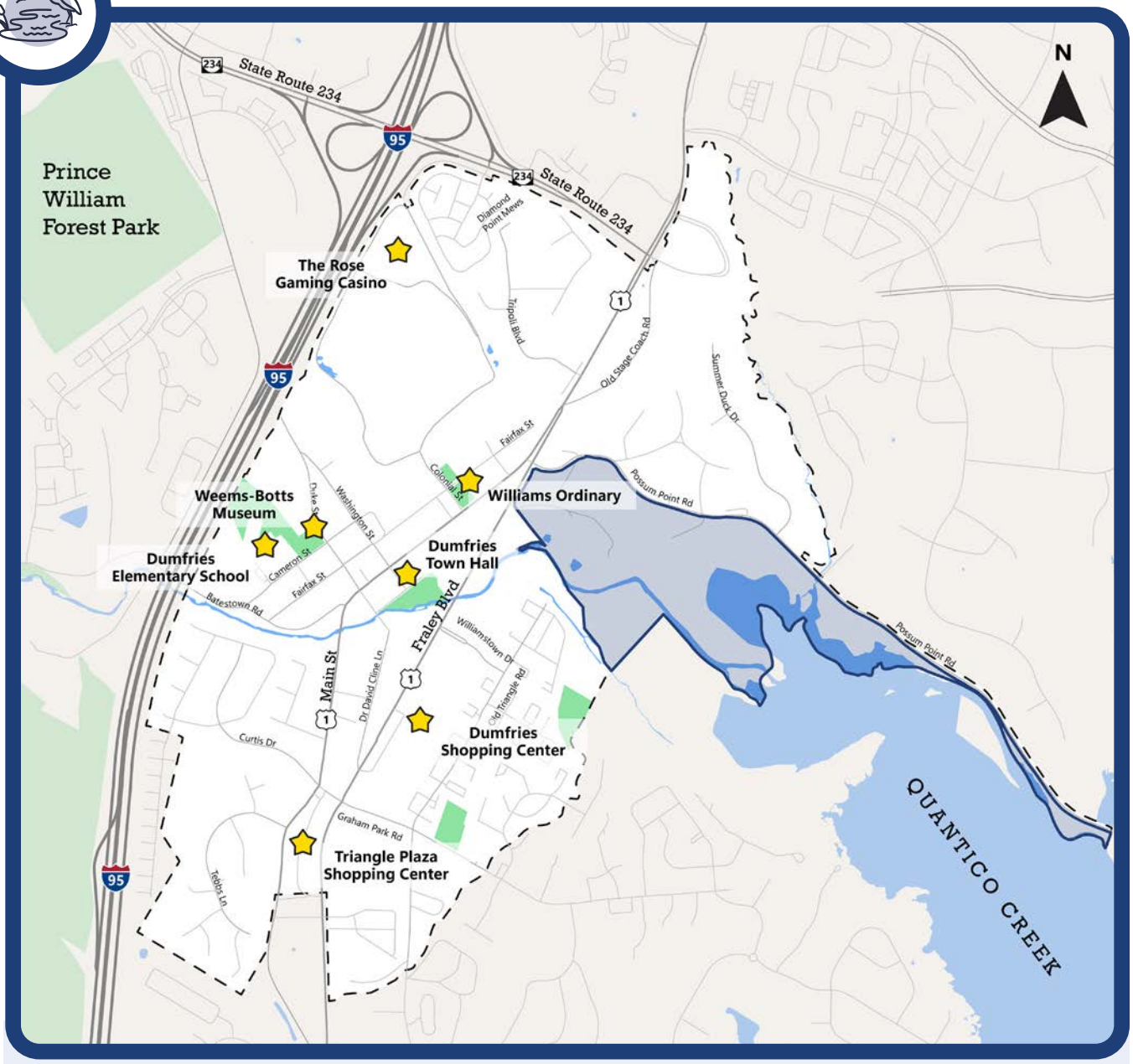
Locate and pursue high-quality, community-serving food stores to attract visitors and residents alike.

There are limited dining and food service options located within town boundaries. Of the 25 registered food service businesses in Dumfries, over half are fast-food or carry-out establishments. Most of these dining options are disconnected from a walkable or bikeable network, reinforcing a drive and park mentality that is at odds with Dumfries' walkable aspirations. The U Mart Supermarket, located in the Dumfries Shopping Center, is the only in-town grocery store. The existing retail center, when improved to be more walkable and mixed-use places could serve as the home for higher quality and an increased variety of food options. This would encourage more residents to spend their time and money in Dumfries instead of traveling elsewhere.

Establish a pleasant walking experience that also serves as a welcoming gateway to the town.

For visitors and residents entering the town via US Route 1 Northbound, this is the first part of Dumfries that they experience. It is the Town's first opportunity to create an impression that inspires curiosity for visitors to stop, stay, and experience Dumfries. It is the Town's opportunity to create interesting things to look at and buildings that demonstrate a clear sense of place and character. It also should be a place that creates a welcoming experience for people that might be experiencing Dumfries on foot or while riding a bicycle.

Figure 4: The Waterfront



The Waterfront Small Area is located on the eastern side of Fraley Boulevard (Route 1 Northbound). It is bordered by Possum Point Road to the north, and Quantico Creek and the Williamstown neighborhood to the south.

Currently, most of the land in this Small Area is industrial in use. In September 2025, the Town of Dumfries finalized a purchase of 161 acres of land within this Hub. This includes roughly 14 acres of developable land, with the remaining area currently dedicated to environmental resource protection of the Quantico Creek watershed.

Destination Dumfries 2044 suggests that the Waterfront Small Area Plan should:

Consider the results of environmental assessment and feasibility study to evaluate the range of attractions and recreational opportunities available for development in this area.

The Waterfront Small Area is a key development growth opportunity in Dumfries. However, the area's surrounding environment and impacts of prior land uses present important considerations for future development. Some early factors that will require environmental assessments include the following: most of the Hub is contained within a Greater Chesapeake Watershed Resource Protection Area; the Possum Point Power Station old coal ash ponds likely warrant conducting water pollutant studies; the prior and recent industrial uses likely necessitate studies of potential soil contamination, potential development could impact sedimentation of Quantico Creek and the floodplain's ability to absorb stormwater; and the cost and implications of potential necessary dredging activity to accommodate recreational activity.

Capitalize on the natural assets of the area and open them to the public.

The Waterfront Small Area presents a unique opportunity for Dumfries residents and visitors to interact with the water of Quantico Creek, along with the natural ecological systems the water supports. By providing public access to the wetlands, marshlands, and water, the Waterfront Area becomes poised to emerge as a premier town destination for playing, relaxing, and connecting with Dumfries' historic port history and cherished natural environment. Opening these uses to the public will require the completion of environmental studies; the development of community infrastructure investments to create streets, blocks, developable parcels, community gathering spaces and parks; and the incentivization of the private sector to develop housing, retail, recreation and dining experiences.

Include the development of recreational and water access options, supported by an extensive boardwalk and trail system.

Create a regional recreational destination and educational opportunities that allows residents and visitors to experience, enjoy, and educate themselves in this unique environment. This can be created with the development of an accessible and connected boardwalk and trails network, as well as by providing sidewalks, pedestrian-scale lighting, and other amenities that enhance a sense of place for all residents and visitors regardless of how they arrive.

The Planning Process

The Small Area Plans were shaped through a deliberately sequenced, seven month-long process built on a simple principle: understand the area first, test and validate ideas in public, and only then commit them to paper. Beginning with a kick-off in March 2026 and running through plan adoption in the fall, the effort paired technical analysis with sustained conversation among Council, the Planning Commission, the EDA, staff, property owners, and residents. Each phase informed the next, so recommendations arrived as the accumulated product of evidence and community input rather than a single planning exercise.

The timeline below traces that progression across five planning phases. Kick-off established the ground rules and introduced the planning process to the community. The existing conditions work assembled the factual base to understand what is currently happening in Dumfries, the lived experiences of the community, and Dumfries' current planning context. Supplemental studies then dug into market realities and economic development potential, drawing directly on retail stakeholders and interdepartmental staff knowledge. Plan development translated those findings and recommendations that responded to shared opportunities and constraints, an illustrated concept plan, and an implementation program with performance metrics, all co-created through a community ideas workshop. Adoption closed the loop through draft and final plan review with the Planning Commission and Council.

Figure 5: Project Process



How the Town Will Use the Plans

Residents and Community Leaders

Will use the plans to understand the future vision of growth, development, and sustainability in each Small Area; ensure that new development projects respect agreed-upon scale and character; and to engage elected officials in informed discussions about planned community infrastructure, aesthetics, and investments.

Town Staff

Will use the plans to align department policies, inform financial decisions, implement the community's vision, and foster each Small Area's identity.

Planning Commission

Will use the plans to promote the community's vision and each Small Area's identity, encourage consistency in land use decision making, and coordinate future planning efforts in each Small Area.

Economic Development Authority

Will use the plans as a roadmap and menu of strategies to attract investment, guide real estate development, and stimulate business growth.

Town Council

Will use the plans to guide decisions about growth, development, and financial decision-making in each Small Area as the Town navigates changes in economic conditions and community preferences.

How the Private Sector and Partners Use the Plans

Businesses and Real Estate Developers

Will use the plans to understand how, where, and in what formats the Town desires to see business growth and real estate development and understand how the Town's investments, incentives, and projects may affect business opportunities in the future.

Regional Partners

Will use the plans to streamline cross-jurisdictional recommendations and policy strategies.

Potential Funding Agencies

Will use the plans as evidence of Dumfries' committed investment, vision for the future, and readiness to implement projects that catalyze growth.

Town Context

Dumfries today is a mirror of the hard work, stewardship, community building, and small-town pride that traces back to its humble origins. This plan acknowledges that the current context of the Town is deeply rooted in the past—past choices, past planning, and the enduring impact of past change makers.

Dumfries' past is celebrated; Dumfries' future is unlimited; Dumfries' present is both a call and a response to what came before and what tomorrow may bring.

An Enduring History

"Dumfries was here before America became America…
Our story is not a footnote. Our story is part of the foundation."

—Dumfries Mayor Derrick Wood

As the oldest continuously chartered town in the state of Virginia, with a founding date that predates the founding of the nation, the Town of Dumfries has notable historic and cultural significance. Nationally significant figures including George Washington, Henry "Light-Horse Harry" Lee, and Archibald Henderson have created legacies that are intertwined with the Town's history. Dumfries' livability and continuous maintenance of its charter can be attributed to its past and present residents, who, across all their diverse backgrounds and circumstances, have done their part to serve as cultural and community stewards.



Town Origins

Present-day Dumfries was a gathering place for many Algonquian-speaking tribes, including a Doeg village named Pamacocack (meaning "by the long stream" and eventually anglicized into Quantico), a Taux village, and a Patawomeck village. Much of the records of the Dumfries' origins comes from the accounts of early English explorers and colonists.

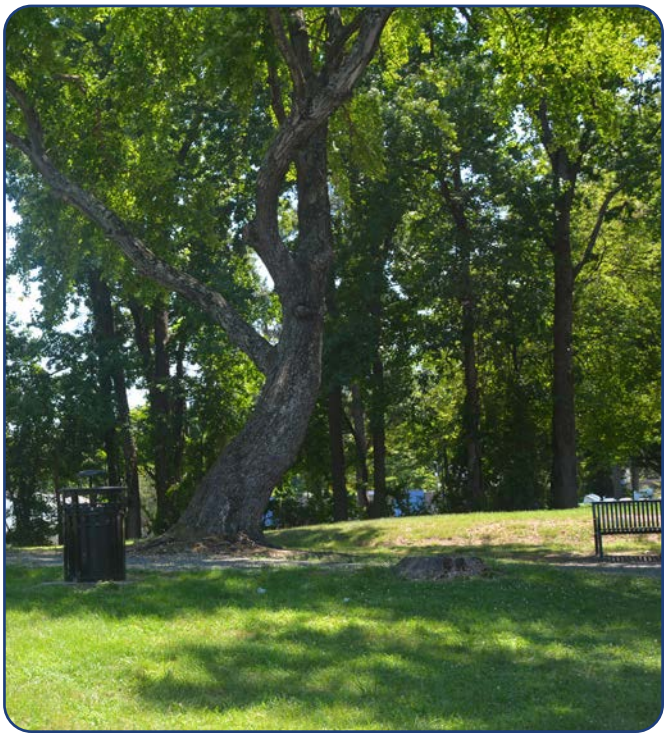
European settlement and colonization efforts on Quantico Creek began in the 17th century and accelerated following the successful establishment of tobacco plantations and a deepwater port at Quantico Creek. The success of these industries can be attributed to an opportune mix of historical and environmental factors. At the time, there was a growing market for tobacco in England and other parts of Europe. Certain varietals of tobacco plants are indigenous to the Tidewater and Piedmont regions of Virginia and grew well in the lands surrounding Quantico Creek. Tobacco agriculture required vast quantities of land, favorable soil conditions, a large labor force and access to a waterway that could connect the Town to greater intercontinental tobacco trade. Dumfries' tobacco trade, like much of early colonial expansion, was harmful to indigenous peoples and perpetuated the enslavement of African people. The significant demand for land resulted in the violent displacement of local Algonquian-speaking groups, as foraging and hunting grounds and farmed villages alike were cleared for settlement by Europeans. The high demand for labor resulted in a rapid introduction of enslaved peoples to the area. Though other commodities were also produced in the area, the import of the enslaved and export of tobacco were the primary economic engine behind the settlement and early growth of the area.

Like many early colonial settlements, Dumfries was located in close proximity to the Fall Line—the ancient shoreline of the North American continent along which Atlantic Coast rivers now meet the coastal plain. This placed Dumfries at the head of an important waterway and accelerated its growth into an important trade hub.

As a result of the successful tobacco plantations and deepwater port, the area's settler population had grown significantly by the early 18th century and on May 11th, 1749, an act of the Virginia Assembly established the Town of Dumfries on 60 acres of land donated by John Graham and named in honor of Graham's birthplace, Dumfrieshire, Scotland.



18th – 19th Century Rise and Decline



For about 15 years following its chartering, Dumfries was a bustling port town. But both sociopolitical and environmental factors contributed to the Town's decline after this period. The Revolutionary War disrupted trade in Dumfries, as trade ties with Scottish and British tobacco buyers were severed. The clearing and farming of lands for tobacco production upstream to Quantico Creek depleted nutrients in the soil and created significant siltation of Dumfries' harbor preventing deepwater shipping vessels from being able to reach the Town. Over time, these challenges led many merchants to switch to operations out of other nearby ports and a decreasing tobacco yield.

The challenges contributed to decades of decline in Dumfries until a resurgence of industry in 1889, stimulated by the opening of the Cabin Branch pyrite mine located in present-day Prince William Forest Park. The mine employed between 200 and 300 men until its closure in 1920. Many mine workers lived in a nearby free Black community established before the Civil War called Batestown, for which the present-day Batestown Road is named. After the mines closed Dumfries underwent another period of economic decline.

Early 20th Century and U.S. Route 1



The evolution U.S. Route 1 changed and continues to define the story of Dumfries. When Henry Ford's introduction of the assembly line Model-T in 1913 made automobile-ownership accessible for greater numbers of people in the United States, increasing demand paved routes between cities. The Federal Aid Road Act of 1916 and Federal Aid Highway Act of 1921 contributed federal funding to the construction of public highways on major transportation corridors. As a result, the first modern paving and widening U.S. Route 1 between Washington D.C. and Richmond was completed between 1921 and 1926, creating an 18-foot plain concrete path. The road was further widened with reinforced concrete to 30 feet between 1933 and 1938, and again widened to 40 feet and resurfaced with asphalt between 1939 and 1944.

During the 1933 road widening, the stretch of U.S. Route 1 that passes through the Town of Dumfries was divided into Fraley Boulevard and Main Street through Dumfries. Many emerging businesses in the Town catered to automotive travelers passing through on the corridor, including family-run gas stations, general stores, and traveler's inns.

Mid- to Late-20th Century and Interstate 95

The roadside character of the town would shift once again as the opening of Interstate 95, running parallel to U.S. Route 1 and now carrying an even greater number of motorists past the Town rather than through it. The introduction of I-95 increased the number of jobs that were accessible in the metropolitan Washington D.C. area to those living in Dumfries and greater Prince William County. As the number of federal jobs centralized around Washington D.C. grew rapidly in the post-WWII years, population grew significantly in the now-easily accessible Prince William County. This contributed to the development of affordable suburban communities and self-contained shopping centers along U.S. Route 1 and I-95.

The rapid population growth of Northern Virginia in the latter half of the 20th century generated large amounts of construction waste. In 1985, one enterprising Dumfries resident, Mack "Jack" Slye Crippen, began accepting construction waste on his property. The site grew from an initially unpermitted landfill to the permitted Potomac Landfill in 1987. By the time the landfill closed in 2022, it had become a 230-foot mound on approximately 40 acres, rising above the treetops in plain view of Interstate 95. For many years, this site had an outsized contribution to the impression left by Dumfries.

Mixed-Use and the 21st Century



As the Northern Virginia metropolitan area continued to grow and expand into the 21st century, major employers arose in Washington D.C. and the surrounding cities. As the Metropolitan core densified, residential populations shifted to the outlying suburban counties.

This imbalance between where people lived and where jobs were located, increased congestion on Interstate 95, making U.S. Route 1 an appealing alternative for the daily commuters of outlying counties like Prince William, Stafford and Spotsylvania. In response to calls to improve traffic flow and alleviate congestion, VDOT has implemented widening and managed lanes projects along Interstate 95. VDOT has also implemented a series of road widening projects to make U.S. Route 1 more of a viable alternative to Interstate 95. The U.S. Route 1 Road Widening Project on Fraley Boulevard through Dumfries, initially proposed in 1994, is one such project.

However, while these projects create greater traffic capacity, the widened roadways become more difficult for pedestrians to cross, becoming a barrier through the communities they traverse. Dumfries has been proactively engaging in community planning efforts to plan for a widening of U.S. Route 1 through the Town. Though construction for the road widening is not scheduled to begin until 2027, Dumfries is investing in the creation of mixed-use hubs that will treat the widening of U.S. Route 1 as an asset for the town and not a barrier.

The 2008 Potomac Communities Revitalization Plan was an early Prince William County plan that recommends utilizing mixed-use developments to create "an east-west focus in terms of land use and transportation so that U.S. Route 1 can function as a seam, not a dividing line." Since then, several Small Area Plans promoting the development of mixed-use hubs for communities along U.S. Route 1 have been adopted in Prince William County.

Other major changes have also occurred in Dumfries in recent years. As a result of decades of effort in the community, the Potomac Landfill was closed in 2022 and redeveloped in part as The Rose Gaming Resort, which opened its doors to the public in late 2025, and the Luke & Clarice Torian Overlook Park.

The Town of Dumfries also completed the purchase of 161 acres of land near and along the Quantico Creek waterfront in September 2025 as an initial step towards opening up the waterway to public access and recreational opportunities.

Planning for Progress

These Small Area Plans are the next leg of the Dumfries' planning journey. Over 10 planning documents, covering planning efforts over the past 15 years, were reviewed to both recognize and contextualize the diligence of past and current community members, commissions, and council to define a unified vision for Dumfries. Each of these plans was analyzed and incorporated into the Small Area Planning Process. The full summary scan of the relevant plans is included in Appendix A. Of those 10, 5 plans that deeply informed the small area planning process are identified in this section.

Destination Dumfries 2044

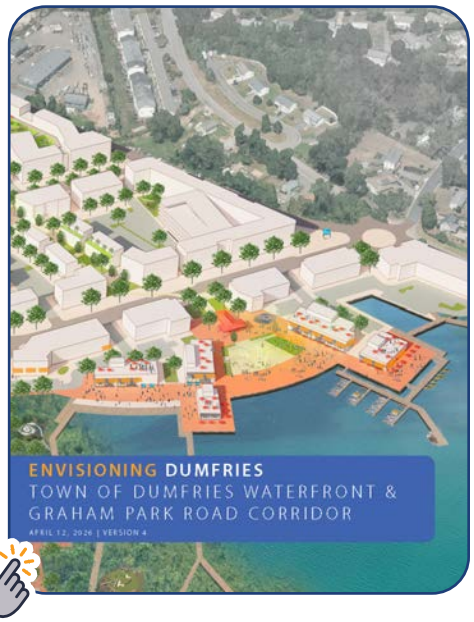
This is the current comprehensive plan for Dumfries, adopted in June 2025. It serves as the primary planning document for Dumfries, and provides the mandate for the mixed-use hubs, setting the priorities for what the Small Area Plans should accomplish for each Hub. Destination Dumfries 2044 emphasizes a walkable community, with accessible destinations that promote east-west connectivity across the town, especially as the Route 1 Road Widening project gets underway. It also encourages the town to prioritize maintaining affordability in the town by expanding housing options in anticipation of the continuation of population growth trends. Most critically, Destination Dumfries sets the vision for what Dumfries aspires to be over the next 20 years and charts an implementation framework of actions, responsible parties, and timelines to measure progress.



Click here!

Envisioning Dumfries Area-Wide Plan

This plan provides a framework for guiding reinvestment into the Graham Park Road Corridor and the Waterfront Hub, with the caveat that both areas have ongoing environmental studies that could limit future development. The recommendations for the Graham Park Road Corridor are near-term in nature, and center the creation of a Dumfries Community Center near Ginn Memorial Park. The plan's recommendations for the Waterfront area are more long-term, acknowledging the extensive environmental review and remediation the area will likely require before introducing new development. The Waterfront plan introduces an example framework of phased development in the Waterfront Hub, a system of boardwalks and trails, and contemplates a potential publicly accessible waterway that supports recreational watercraft. The plan was presented to and accepted by the Dumfries Town Council in April 2026.



Click here!

Main Street Small Area Plan (2020) and Planned Main Street District Pattern Book

In August 2020, the Town of Dumfries Town Council passed an amendment to the 2014 Comprehensive Plan to include a new Small Area Plan to guide mixed-use redevelopment along Main Street. Both documents promote a walkable and active town center, proposing to achieve this through a variety of interconnected paths throughout the Main Street area that extend to nearby neighborhoods. Both documents also emphasize that the streetscape should prioritize the pedestrian's experience rather than the automobile user's experience to reinforce the Town's character as a destination, rather than a place to pass by. The Pattern Book includes design guidelines and visualizations which are intended to orient prospective developers to the Town's vision.

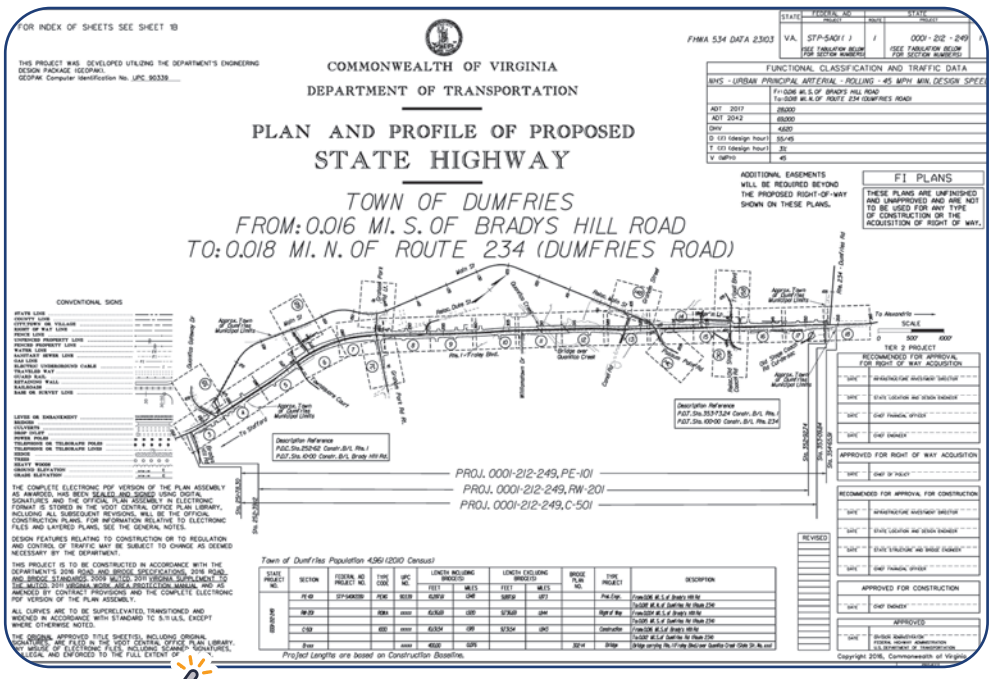


Click here!

Fraley Boulevard (U.S. Route 1) Road Widening Project Plan Sheets

The Fraley Boulevard (U.S. Route 1) Widening Project, initiated in 1994, will reconstruct approximately two miles of Fraley Boulevard through Dumfries, converting the existing two-lane, one-way northbound roadway into a six-lane, divided, two-way corridor. The project will also add a sidewalk on the east side, a shared-use path on the west side, intersection improvements, and a reconstructed bridge over Quantico Creek intended to increase capacity and reduce flooding impacts. The expanded roadway is planned to operate at a higher design speed and will create a more consistent U.S. Route 1 corridor through Prince William County, improving regional traffic flow, safety, and north-south access for drivers, pedestrians, and bicyclists.

Within Dumfries, the project is a fundamental change driver in planning of each mixed-use hub. Route 1 traffic will be consolidated onto the widened Fraley Boulevard, allowing the existing Main Street right-of-way to transfer to the Town and be reimagined as a local complete street supporting redevelopment in Main Street Commons and Dumfries Gateway. However, the much wider and faster Fraley Boulevard is absorbing much of the frontage and surface parking areas of the established shopping center. It will bring more vehicles through Dumfries but could serve as a physical barrier between the east and west sides of town, particularly because signalized pedestrian crossings are limited and no pedestrian or bicycle crossing is currently planned at Williamstown Drive.


COMMONWEALTH OF VIRGINIA
DEPARTMENT OF TRANSPORTATION
PLAN AND PROFILE OF PROPOSED
STATE HIGHWAY
TOWN OF DUMFRIES
FROM: 0.016 MI. S. OF BRADYS HILL ROAD
TO: 0.018 MI. N. OF ROUTE 234 (DUMFRIES ROAD)
PROJ. 0001-212-249, PE-101
PROJ. 0001-212-249, RW-201
PROJ. 0001-212-249, C-501

Click here!

Dumfries Today

Dumfries is experiencing an exciting period of renewal, reinvestment, and reimagining. These small area plans capture the current trends, policies, and community that define Dumfries today.

Population Characteristics

Dumfries is a **growing community**. In the last 10 years, Dumfries's population has grown at around the same pace as Prince William County's population (+14%). As of the 2024 American Community Survey (ACS) 5-Year Estimates, the Town has a population of 5,816.

Dumfries is a **diverse community** and a **majority-minority** town: 79.5% of Dumfries's population identifies as non-White. In this regard, it is more diverse than Prince William County as a whole, where 62.1% of the population identifies as non-White. Over one-third of Dumfries residents identify as Hispanic or Latino (36.9%) and over a quarter of Dumfries residents identify as Black or African-American (26.7%), compared with 26.1% and 19.6% respectively in Prince William County.

Dumfries **is a home for working-age families with children** and **an attractive residence for senior community members**. Comparatively, Dumfries has fewer single adults or two-adult households than the rest of Prince William County. In recent years, older adults—aged 65 and up—have also chosen to come live in Dumfries in roughly the same proportion as
in the county.



Population Trends: **Race and Ethnicity**

Between 2014 and 2024, the Hispanic or Latino population has grown the most in Dumfries (+9.7%). This is at nearly double the rate of growth observed in the proportion of those who identify as Hispanic or Latino in Prince William County (+4.9%). The population of Dumfries who identify with two or more races has also grown significantly (+7.3%), especially compared to growth observed in the county (+1.5%).

On the other hand, some populations are leaving Dumfries. The White population in Dumfries has decreased the most (-10.7%), consistent with trends observed in the county (-9.1%). This likely means that those who identify as White who are leaving Dumfries are also leaving Prince William County.

Those who identify as Black or African American have also been leaving Dumfries (-7.7%). This is inconsistent with trends observed in Prince William County (+0.2%). This suggests that those who identify as Black or African American who are leaving Dumfries are not necessarily leaving Prince William County, or those who identify as Black or African American are moving to Prince William County, but not to Dumfries.

Key:

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino (of any race)
- Native Hawaiian or Other Pacific Islander
- Other
- Two or more races
- White

Figure 6: Dumfries Population by Race and Ethnicity

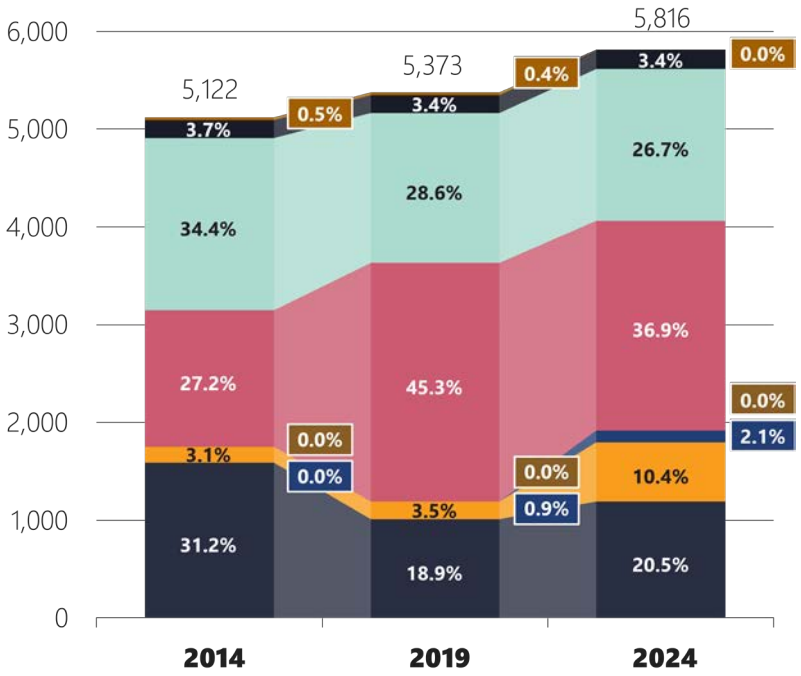
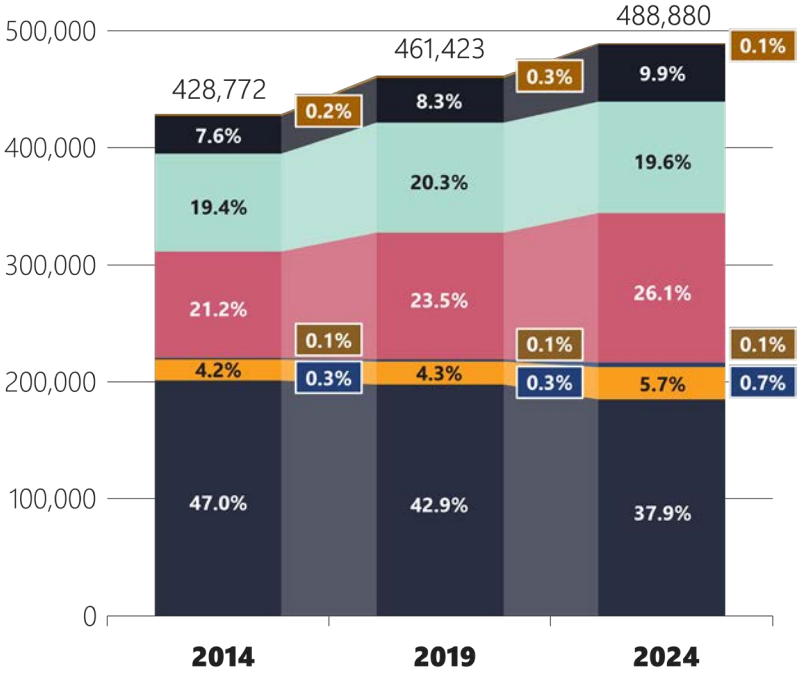


Figure 7: Prince William County Population by Race and Ethnicity



Source: 2024 ACS 5-Year Estimates

Population Trends: **Age**

As of 2024, Dumfries' population age proportions closely match that of the county: the median age in Dumfries is 33.3 years old and the median age in Prince William County is 36.3 years old. This is driven by the fact that Dumfries has a higher proportion of people under 20 years of age.

Dumfries' retirement age population has grown the fastest in the last 10 years, with the bulk of this growth in those aged 65 to 74 (+5.2% / +343 persons).

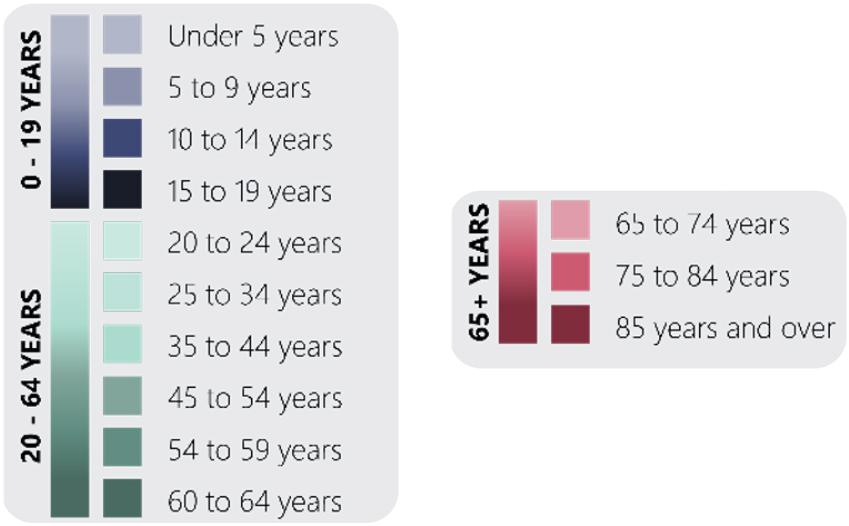


Figure 8: Dumfries Population by Age

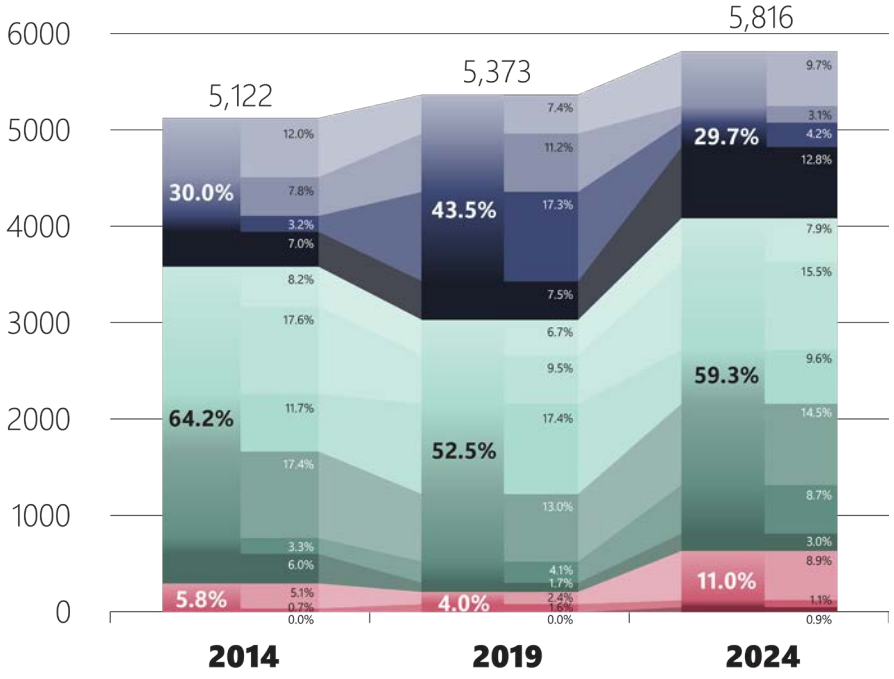
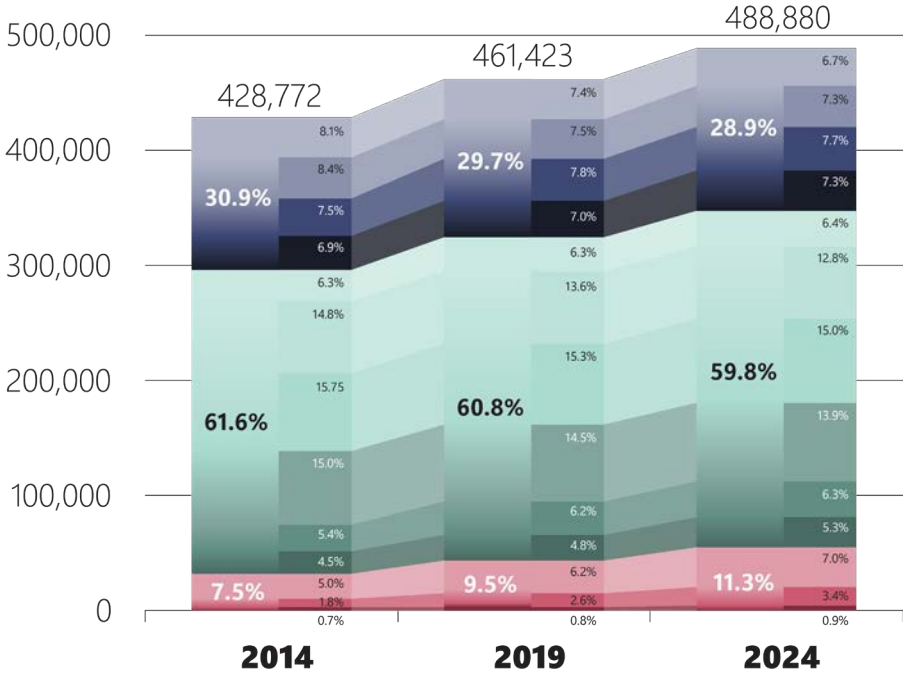


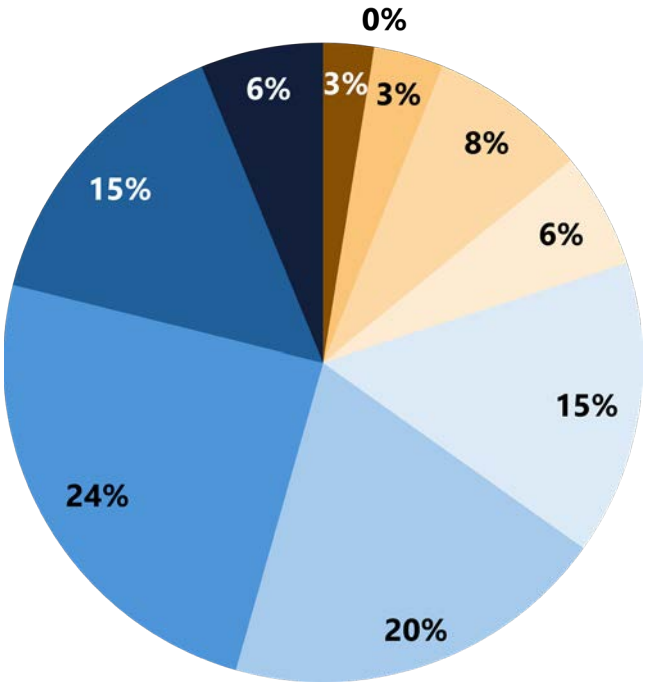
Figure 9: Prince William County Population by Age



Source: 2024 ACS 5-Year Estimates

Socioeconomic Profile

Figure 10: Median Household Income Distribution



	Estimate	Percent	Cumulative Percent
Total households	**1,759**	**100%**	**100%**
Less than $10,000	45	2.56%	2.60%
$10,000 to $14,999	0	0.00%	2.60%
$15,000 to $24,999	62	3.52%	6.08%
$25,000 to $34,999	141	8.02%	14.10%
$35,000 to $49,999	103	5.86%	19.95%
$50,000 to $74,999	262	14.89%	34.85%
$75,000 to $99,999	344	19.56%	54.41%
$100,000 to $149,999	431	24.50%	78.91%
$150,000 to $199,999	262	14.89%	93.80%
$200,000 or more	109	6.20%	100%

MEDIAN HOUSEHOLD INCOME

DUMFRIES **$82,355**

COUNTY	STATE
$131,402	**$92,060**

PERCENTAGE OF OWNER-OCCUPIED HOUSING UNITS

DUMFRIES **78.2%**

COUNTY	STATE
74.3%	**67.3%**

The median household income in Dumfries is below that of both Prince William County and Virginia overall. At the same time, the percentage of owner-occupied housing units is higher than that of the county and the state. Together, this census data suggests that ***Dumfries is an affordable place to own a home.***

Dumfries is a working, age family-centric community. Compared to elsewhere in the county and state, Dumfries has, on average, a larger household size. These households are also more likely to be families with children under 18 years of age than elsewhere in the county and state. A greater proportion of households in Dumfries also have a person aged 65 or older than in the county.

AVERAGE HOUSEHOLD SIZE

DUMFRIES **3.29**

COUNTY	STATE
3.09	**2.52**

HOUSEHOLDS WITH ONE OR MORE PEOPLE UNDER 18 YEARS

DUMFRIES **49.7%**

COUNTY	STATE
41.1%	**30.2%**

Source: 2024 ACS 5-Year Estimates

HOUSEHOLDS WITH ONE OR MORE PEOPLE 65 YEARS AND OVER		
DUMFRIES **29.2%**		
COUNTY **25.2%**	STATE **30.9%**	

PERCENTAGE OF POPULATION AGED 25 AND OVER WITH A BACHELOR'S DEGREE OR HIGHER		
DUMFRIES **24.1%**		
COUNTY **44.9%**	STATE **42.2%**	

PERCENTAGE OF POPULATION AGED 25 AND OVER WITH A HIGH SCHOOL DEGREE OR HIGHER		
DUMFRIES **81.6%**		
COUNTY **90.1%**	STATE **91.6%**	

PERCENTAGE OF POPULATION AGED 18 TO 24 ENROLLED IN COLLEGE OR GRADUATE SCHOOL		
DUMFRIES **29.7%**		
COUNTY **37.2%**	STATE **42.7%**	

Educational attainment levels are lower in Dumfries than in the county and state. Of Dumfries residents aged 25 and over, 81.6% have a high school degree, and 24.1% have a bachelor's degree or higher. On the other hand, of the current population aged 18 to 24 in Dumfries, a greater relative percentage are enrolled in college or graduate school than those over the age of 25 who have attained a bachelor's degree, indicating that educational attainment in Dumfries could rise in the coming years if college-educated Town residents choose to stay in Dumfries rather choose to move elsewhere.



Source: 2024 ACS 5-Year Estimates

Employment Profile

EMPLOYED POPULATION PERCENTAGE OF THOSE AGED 16 AND UP

DUMFRIES **74.5%**

COUNTY	STATE
66.6%	**60.8%**

Proportionally, more people in Dumfries are employed compared to Prince William County and Virginia overall. This is consistent with the character of Dumfries as a town of working families.

Proportionally, more people in Dumfries are employed compared to Prince William County and Virginia overall. This is consistent with the character of Dumfries as a town of working families.

MEAN TRAVEL TIME TO WORK

DUMFRIES **36.4 MIN**

COUNTY	STATE
37.1 MIN	**27.3 MIN**

PERCENTAGE OF RESIDENTS WORKING FROM HOME

DUMFRIES **12.7%**

COUNTY	STATE
19.1%	**18.3%**

As developments in technology have shifted business communications and workplace norms were altered by public safety measures taken during the COVID-19 pandemic, increasing numbers of workers have gotten the opportunity to work from home or to work "hybrid" schedules—working part of the week in dedicated workspaces and part of the week at their place of residence. Given the relatively long travel times to work, it is possible that given the opportunity and appropriate local amenities, a greater proportion of Dumfries residents would choose remote work, meeting county and state averages.



Source: 2024 ACS 5-Year Estimates

Figure 11: Where Current Residents Work

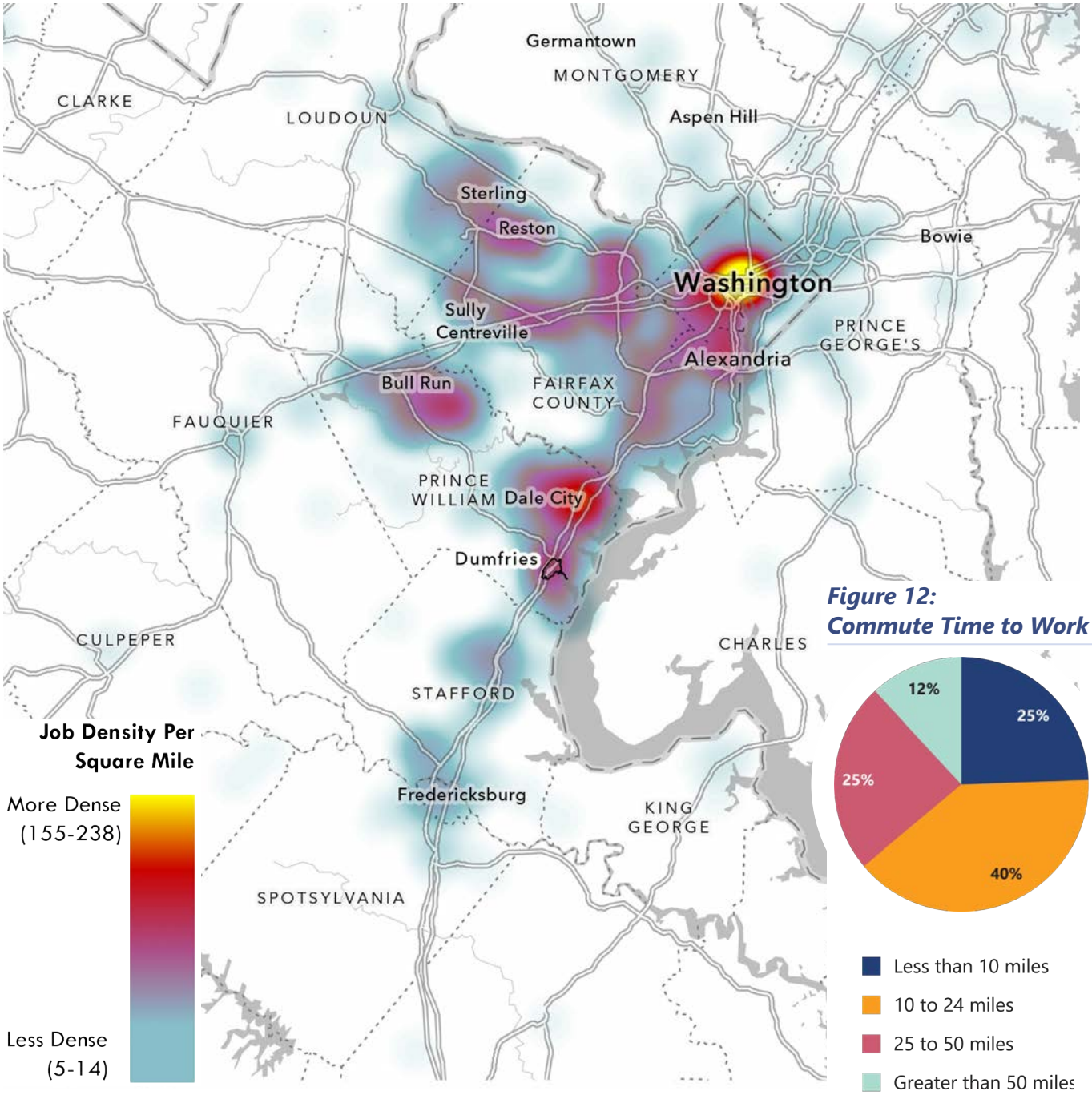


Figure 12: Commute Time to Work

96.9%

of Dumfries residents are employed outside of Dumfries and 75% of residents' place of work are located at a distance 10 miles or greater from the town.

The heatmap Figure 11 shows where Dumfries residents' jobs are located. In general, most residents work in the metropolitan Washington D.C. area. There are also a few hot spots in Dale City and near Bull Run. As a predominantly bedroom community with a high proportion of working families, the significance of having both safe streets for pedestrians and bicyclists and community facilities with youth programming is greater.

Source: US Census OnTheMap

Figure 13: Where Dumfries' Workers Live

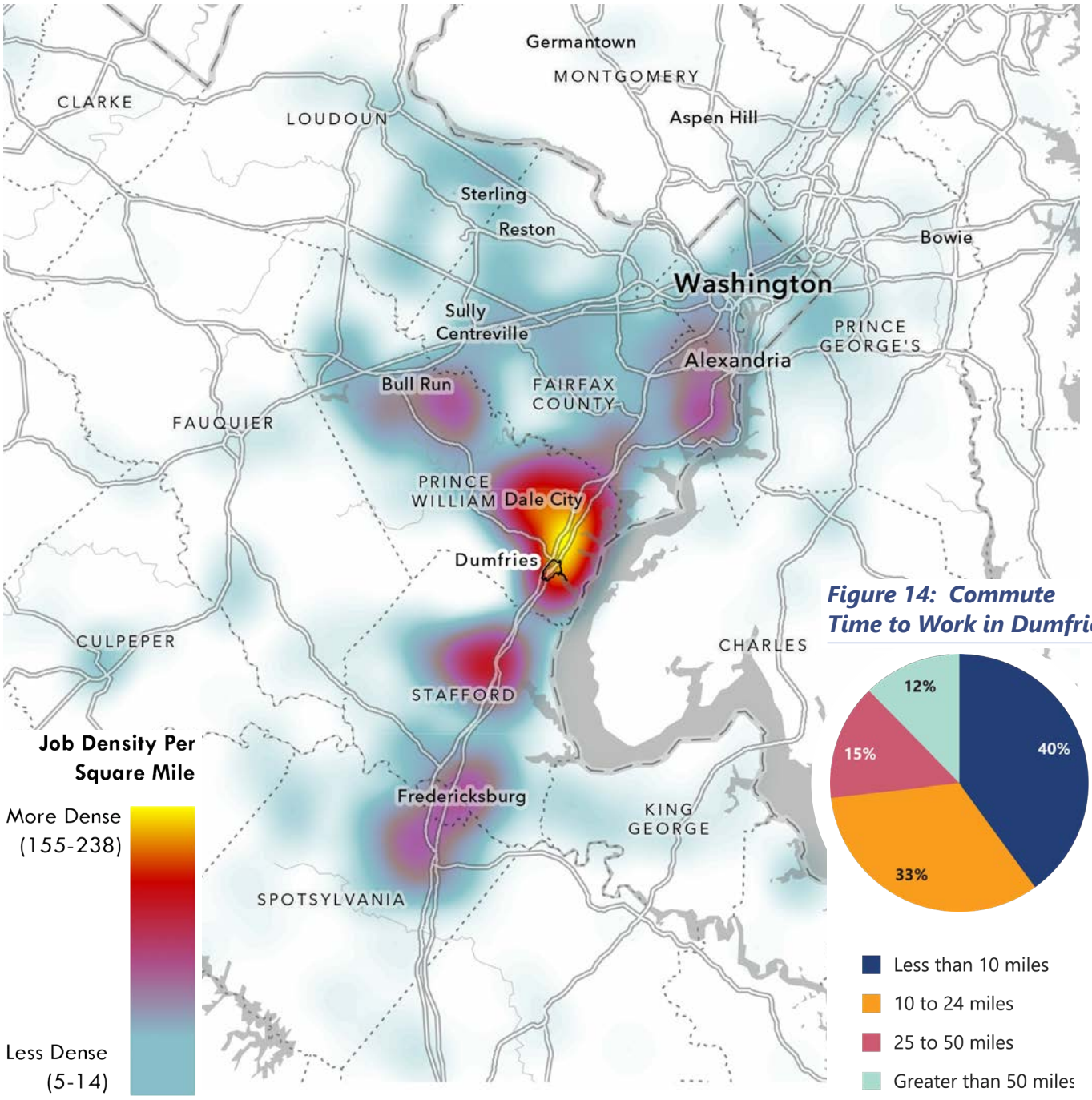


Figure 14: Commute Time to Work in Dumfries

97.2%

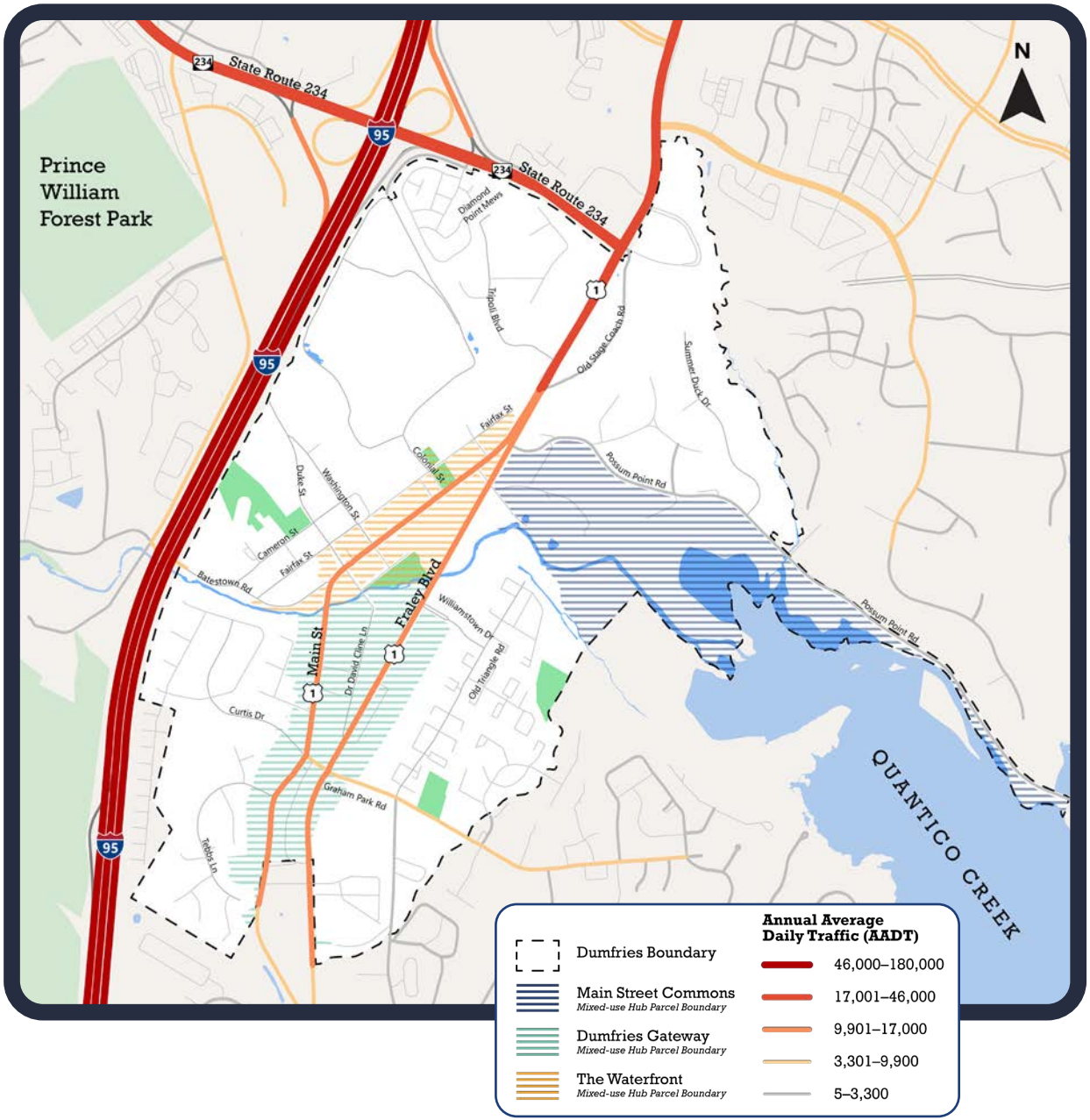
of people who work in the Town of Dumfries live elsewhere and 60% of workers live further than 10 miles outside of the town.

The heatmap Figure 13 shows where Dumfries workers' residences are located. In general, most workers' place of residence is either between Dumfries and Dale City, or to the south of Dumfries in Stafford County, Fredericksburg, or Spotsylvania County. As the Town's housing supply increases in the coming years, it is possible that many who currently work in the town but reside outside it will be among the first to consider moving to Dumfries.

Source: US Census OnTheMap

Mobility

Figure 15: Annual Average Daily Traffic (AADT)



Motorist Experience

Dumfries occupies a strategic location within the regional transportation network, with convenient access to Interstate 95, U.S. Route 1, and Route 234. Route 1 and Main Street serve as the Town's principal north-south corridors, providing access to commercial properties, municipal facilities, established neighborhoods, and regional destinations. Route 234 provides an important east-west connection to Interstate 95 and to the emerging Potomac Shores development east of the Town. This accessibility is a significant community asset, but the concentration of local and regional trips on a limited number of corridors also means that motorists traveling within Dumfries often share the roadway with commuters and through travelers.

The configuration of the local street network shapes the motorist experience within the Town. US Route 1 (Main Street and Fraley Boulevard) carry most north-south travel, while Curtis Drive and Graham Park Road provide the primary continuous connection between neighborhoods on the east and west sides of Route 1. Numerous dead ends, cul-de-sacs, and disconnected streets further constrain route choice and direct traffic toward a limited number of intersections. Traffic conditions through the Town often mirror congestion created by incidents or reoccurring delay on Interstate 95, reinforcing the Town's role as a local community and part of a heavily traveled regional corridor.

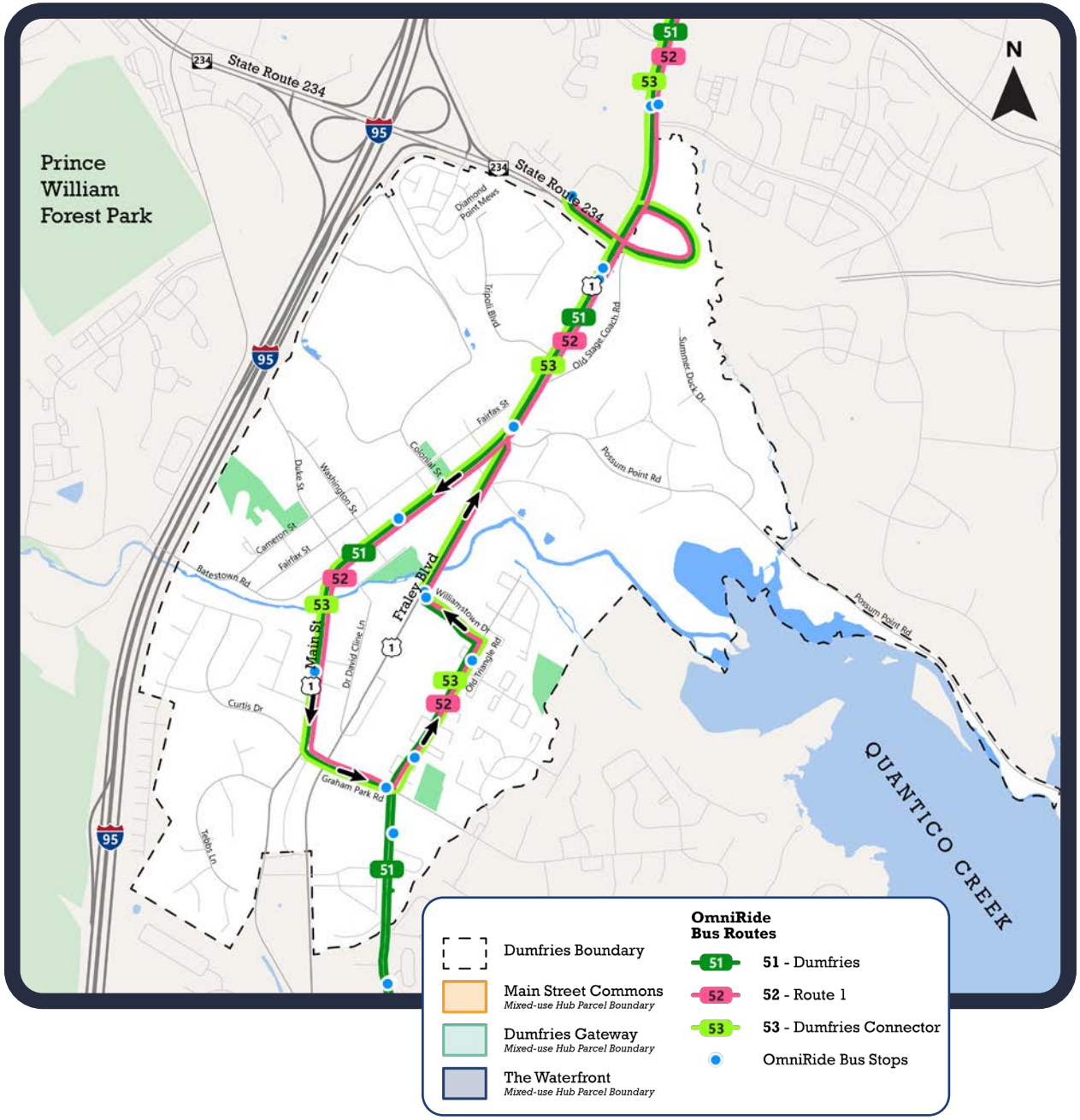
Interstate 95 (I-95) is a major interstate highway that connects Dumfries to Washington D.C. to the north and Richmond to the south. Adjacent to Dumfries, Interstate 95 is traveled by about 76,000 to 77,000 vehicles every day.

U.S. Route 1 runs parallel to I-95 through Prince William County. It serves as a principal arterial through Dumfries and as an alternative route to I-95 if there are disruptions on the interstate. U.S. Route 1 splits into two roads within Dumfries town limits: Main Street (U.S. Route 1 Southbound) and Fraley Boulevard (U.S. Route 1 Northbound). Between 10,000 and 13,000 vehicles travel on Fraley Boulevard each day, and between 9,200 and 16,000 vehicles travel on Main Street each day.

The planned Fraley Boulevard (Route 1) Road Widening will substantially alter circulation through the center of Dumfries. The project will consolidate northbound and southbound Route 1 traffic on Fraley Boulevard, creating a six-lane divided roadway and allowing Main Street to transition toward a more locally-oriented corridor. This change presents an opportunity to improve access, strengthen the local street network, and reposition Main Street as the civic and cultural heart of Main Street Commons. At the same time, the width and function of the future Fraley Boulevard will require careful attention to local access, intersection design, east-west connectivity, and the relationship between the roadway and the Town's planned mixed-use hubs.



Figure 16: OmniRide Bus Routes



Transit Experience

Transit service in Dumfries provides an important travel option for residents who do not drive, cannot drive, or prefer an alternative to traveling by private automobile. There are currently three fixed-route bus service lines that provide service stops in Dumfries. All three routes are operated by OmniRide, which also serves Prince William County, the City of Manassas, the City of Manassas Park, the City of Fredericksburg, Stafford County, and Spotsylvania County.

All three bus service routes travel along the Route 1 corridor (through Main Street) to a bus stop located at the intersection of Graham Park Road and Old Triangle Road. At this bus stop, Route 51 continues south to Triangle, while Routes 52 and 53 loop north along Old Triangle Road, rejoining U.S. Route 1 at the intersection of Williamstown Drive and Fraley Boulevard. The routes include a total of 11 designated stops and offers weekday and weekend service, as well as limited route deviation to pick up or discharge passengers. While this service connects several local destinations, the overall transit network remains limited in coverage and primarily serves the Main Street and Route 1 corridors.

The current transit experience is influenced not only by the availability of bus service, but also by the quality of the connections to each stop. Gaps in the sidewalk network, limited bicycle facilities, incomplete ADA accommodations, and constrained crossings of major roadways can make the first and last portions of a transit trip difficult. These conditions are particularly important for Dumfries' older adults, people with disabilities, students, households without access to a vehicle, and other transit-dependent travelers. The comprehensive plan therefore calls for identifying stops that lack adequate pedestrian access and coordinating improvements such as sidewalks, shelters, seating, lighting, signage, and accessible connections with OmniRide and other transportation partners.

As Dumfries grows, transit will play an increasingly important role in connecting residents, workers, and visitors to the Town's planned mixed-use hubs and to regional transportation services. Destination Dumfries 2044 envisions an integrated network that connects housing, employment, shopping, community services, recreation, commuter lots, and rail stations. Of particular importance is the opportunity to improve connections to the planned Potomac Shores Virginia Railway Express station and to coordinate transit access with mixed-use redevelopment. Future service planning will need to align routes, stops, and passenger facilities with emerging destinations in these reimagined mixed-use hubs while preserving convenient access to existing neighborhoods and the civic core. Future service planning will also need to account for the access and configuration changes associated with the Route 1 Road Widening project.



Pedestrian and Bicycle Experience

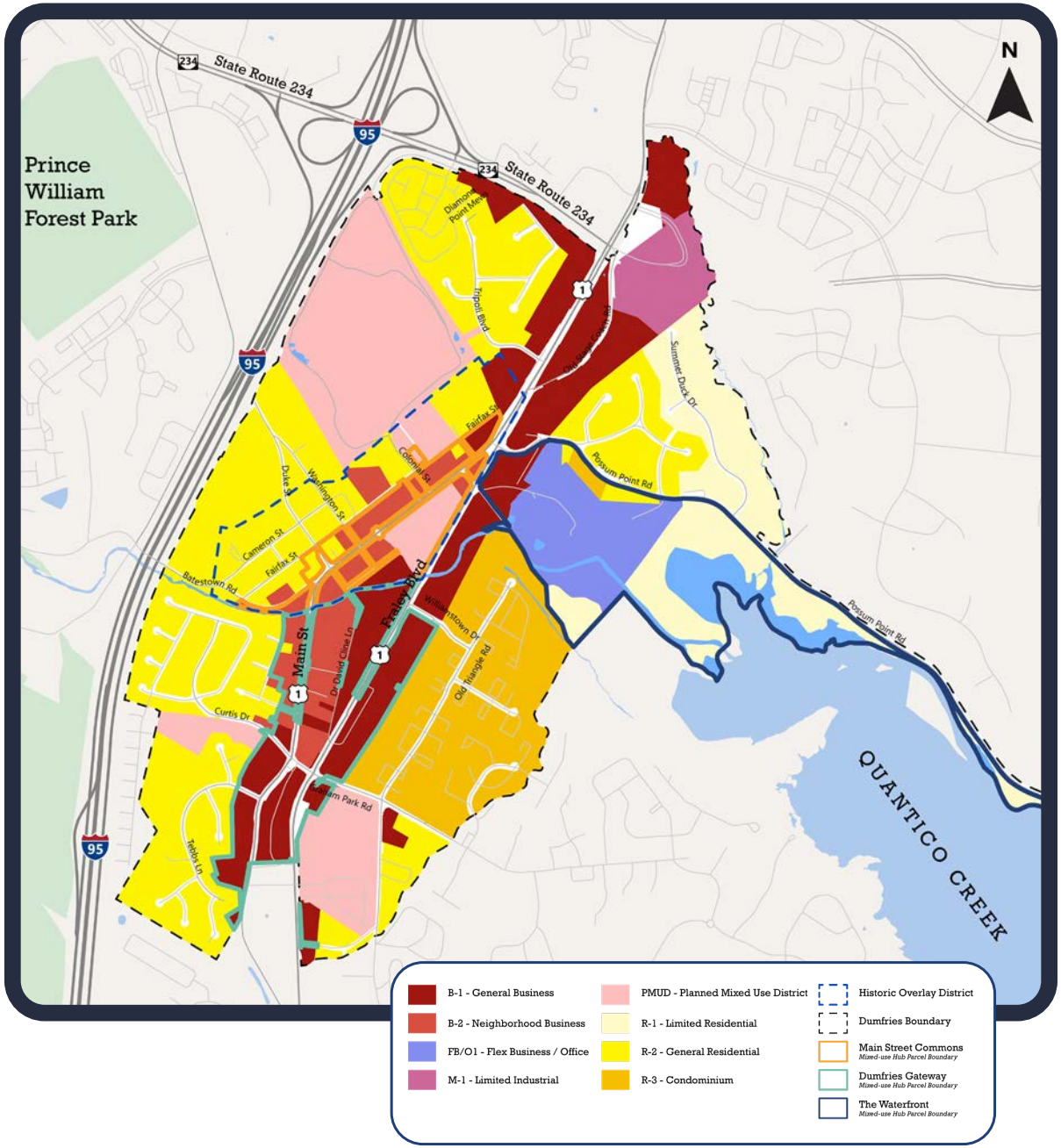
The existing pedestrian network provides a foundation for walking in Dumfries but does not yet function as a complete, connected system. Main Street has sidewalks on both sides, while Route 1 includes sidewalks of varying continuity, with gaps along portions of the corridor. Marked crossings are limited at several locations, and some existing pavement markings are faded. The Town's pattern of separated commercial areas, residential subdivisions, cul-de-sacs, and multilane roadways further increases walking distances and limits direct routes between neighborhoods and destinations. These conditions are especially evident for east-west travel, where Route 1 serves as a physical and perceived barrier between the two sides of the Town.

Conditions for bicycling are more constrained. Main Street and Route 1 do not currently have dedicated bicycle accommodations, and the Town's existing trail network is limited. Bicyclists may need to share travel lanes with motor vehicles or rely on disconnected sidewalks and trails that were not designed as a continuous bicycle network. This environment is not likely to appeal to less-confident riders, including children, older adults, and people making everyday trips to schools, parks, shops, transit stops, and community facilities.

Several planned and proposed improvements provide a foundation for a more connected active transportation network. The Fraley Boulevard (Route 1) Road Widening project is expected to include pedestrian and bicycle facilities, including a multiuse trail along the west side of Fraley Boulevard. The planned Potomac Heritage National Scenic Trail and improvements to the East Coast Greenway could strengthen regional trail connections, while the Town's proposed Blueways/Greenways system could connect neighborhoods with parks, mixed-use hubs, Quantico Creek, and other community destinations. Realizing the comprehensive plan's vision of a Town that is accessible by all modes will require these corridor investments to be supported by safe east-west crossings, complete neighborhood connections, ADA-compliant facilities, and people-centered streetscapes along both Main Street and Route 1.



Figure 17: Town of Dumfries Zoning Map



Zoning

The Town of Dumfries Zoning Code and Zoning Map are consistent with the vision of the most recent comprehensive plan. These ordinances codified in these documents serve two primary purposes:

1. To allow and support the development of mixed-use areas within Dumfries, by (a) encouraging private developers to build varied housing types that are well-integrated within their surroundings (PMUD - Planned Mixed Use District); and (b) by allowing multi-level residential uses with ground floor retail in business zones via conditional use permit (B-1 General Business and B-2 Neighborhood Business). The **FB/01 – Flex Business/Office** designation functions as a transition zone between industrial and commercial uses, encompassing B-1 and B-2 allowable uses, with limited industrial uses allowable via conditional use permit.
2. To preserve existing residential neighborhoods. All three residential designations—R-1 Limited Residential, R-2 General Residential, and R-3 Condominium—are intended to stabilize, protect, and promote the current character of the existing neighborhoods within these zones.
3. Across the Town, zones that encourage mixed-use development are generally concentrated along U.S. Route 1 on Main Street and Fraley Boulevard, while existing residential neighborhoods, which are located away from U.S. Route 1, are preserved where they are.



As of 2026, there are four areas with PMUD designations in the town. These are:

1. **Townsquare at Dumfries Apartments *(Completed Development)***
   Completed in 2021, this is the most recent residential development in Dumfries. It includes 227 apartment units across six buildings that include affordable housing units (60% Area Median Income (AMI) eligibility). There are no commercial uses within this PMUD.

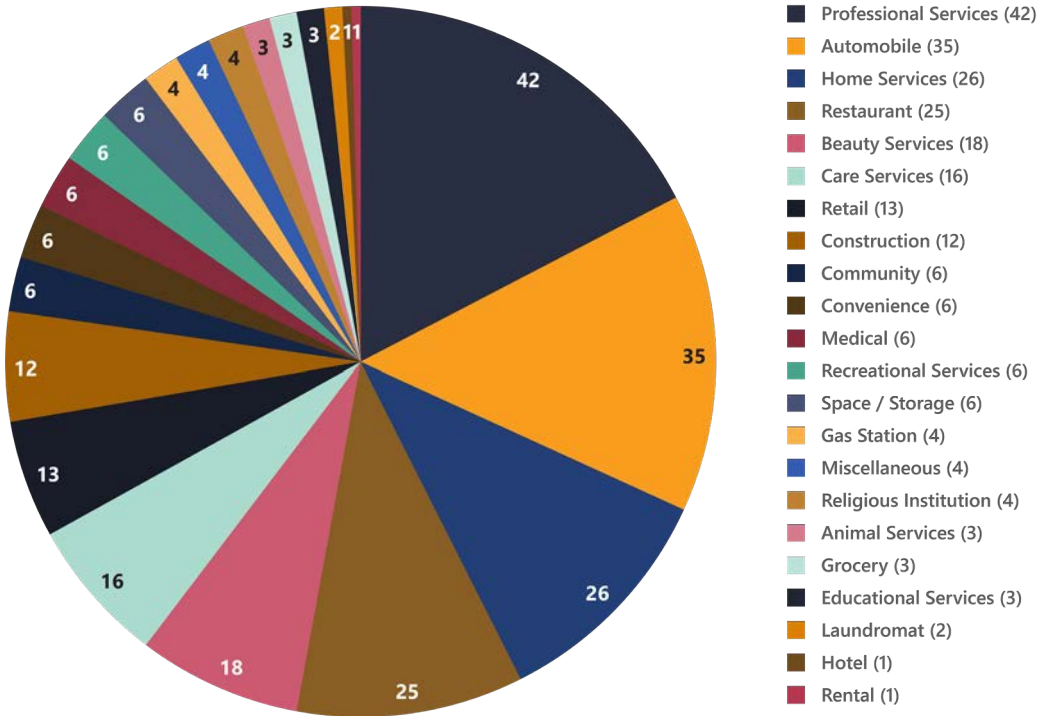
2. **The Rose Gaming Resort and Overlook Park *(Completed Development)***
   The Rose Gaming Resort opened in late 2025. It is an entertainment destination that features a gaming resort with 102 hotel rooms, eight bars and restaurants, a gaming floor, and a 2,500-space parking garage. Adjacent to the resort is Overlook Park. There are no for-sale or for-rent residential units in this PMUD.

3. **The Harbor at Quantico Creek *(Planned Development)***
   This is a planned 125-unit apartment development aimed especially towards seniors aged 55 and up. This planned development includes affordable units (60% AMI eligibility). Currently, there are no commercial uses planned within this PMUD.

4. **Aras Apartments on Main *(Planned Development)***
   This is a planned 274-unit apartment and townhome development. Currently, there are no commercial uses planned within this PMUD.

Business Profile

Figure 18: Current Businesses by Type



According to the 2025 Town of Dumfries Business Directory, there are a total of 242 registered businesses in Dumfries.

The largest category of registered businesses is **Professional Services** (42 businesses). This encompasses business types consisting of: management consulting and other consulting services, accounting and other tax and financial services, IT solutions, and physical and mental therapy services. From a land use perspective, this business category typically requires less physical space and less square footage. Though heavily dependent on the staffing and facility needs of each individual business, these businesses tend to operate out of leased spaces in office parks or business parks or are sometimes even registered to residential units.

The second largest business category is **Automobile** (35 businesses). This may not be surprising given Dumfries' location near key automobile commuting corridors and the Town's history of development throughout the 20th century. This category includes businesses that provide new or used car sales, car parts sales, auto care and services, towing, car body and detail services, and more. Gas stations are considered in their own category. From a land use perspective, this business category typically requires greater amounts of physical space and square footage for the purposes of accommodating automobile visitor traffic and for storing vehicle or vehicle part inventory. The prevalence of this business category and its land use needs are clear in the current visual character of businesses along the main travel corridors in Dumfries. Several of these businesses will be discontinued or significantly reduced in size due to the Route 1 Widening project.

The third largest business category is **Home Services** (26 businesses). This includes landscaping services, cleaning services, and various home improvement and installation services. From a land use perspective, this category typically requires greater amounts of physical space and square footage for the purposes of accommodating inventory and equipment, including vehicles for transporting staff and equipment to and from the homes these businesses are servicing.

There are also a notable number of Beauty Services, which include barbershops, hair and nail salons (18 businesses), and Care Services establishments, which includes home nursing, elder care, and disability care (16 businesses) in the town.

Source: 2025 Town of Dumfries Business Directory

Food and Dining

The fourth largest category is **Restaurants** with 25 businesses. In 2026, eight restaurants and bars also opened as part of The Rose Gaming Resort, significantly bolstering the selection of dining options in town. However, because these were not in the 2025 Business Directory, these are omitted from the counts on this page.

Despite its relatively large share of Dumfries' current businesses, the limited dining options in the Town are consistently cited as an opportunity area for the Town. Destination Dumfries 2044 explicitly recommends utilizing the mixed-use hub areas to create opportunities for recruiting high-quality dining establishments to attract residents and visitors alike. Over half of the town's current dining options are carry-out or fast-food establishments; only a few restaurants provide a dine-in experience Figure 19.

Nearly all the restaurants listed in the Town of Dumfries 2025 Business Directory are located in either the Route 234 Crossroads Small Area or the Dumfries Gateway Small Area, primary areas in which automobile traffic enters and exits the town. It is worth noting that there are nearly no dining options in the heart of the Town. In combination with the character of the dining options (carry-out or fast-food), this current arrangement caters effectively to drivers who are passing through the Town, but is less effective at creating experiences that encourage visitors or residents to spend time within the Town.

Figure 19: Restaurant Types

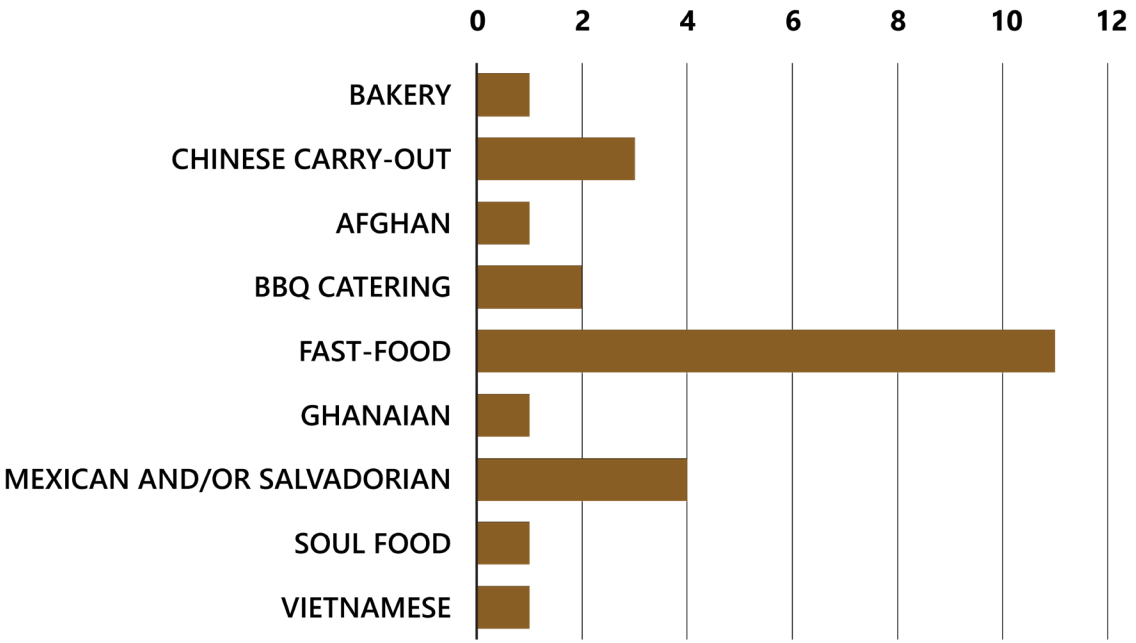
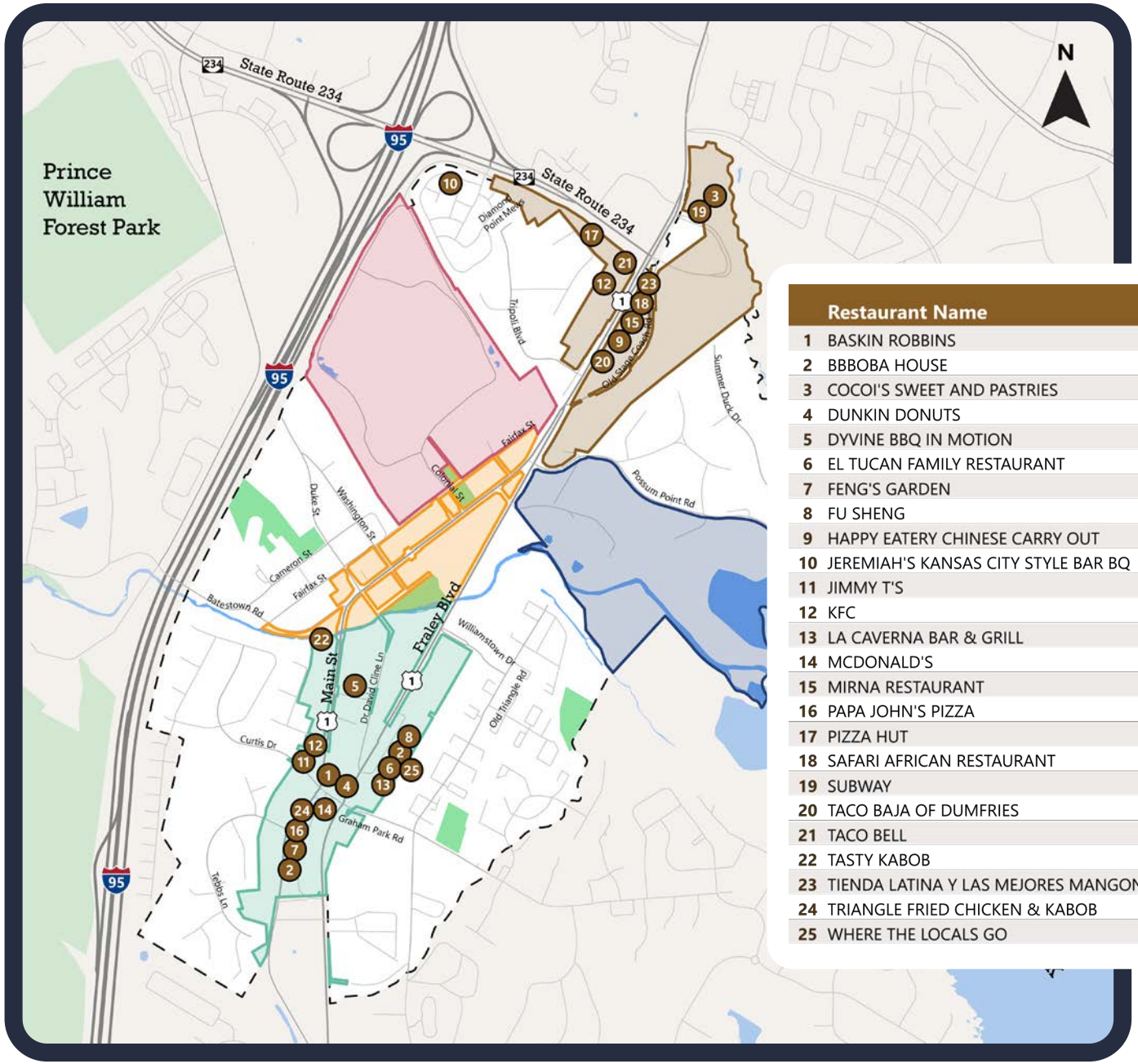


Figure 20: Restaurant Locations in Dumfries

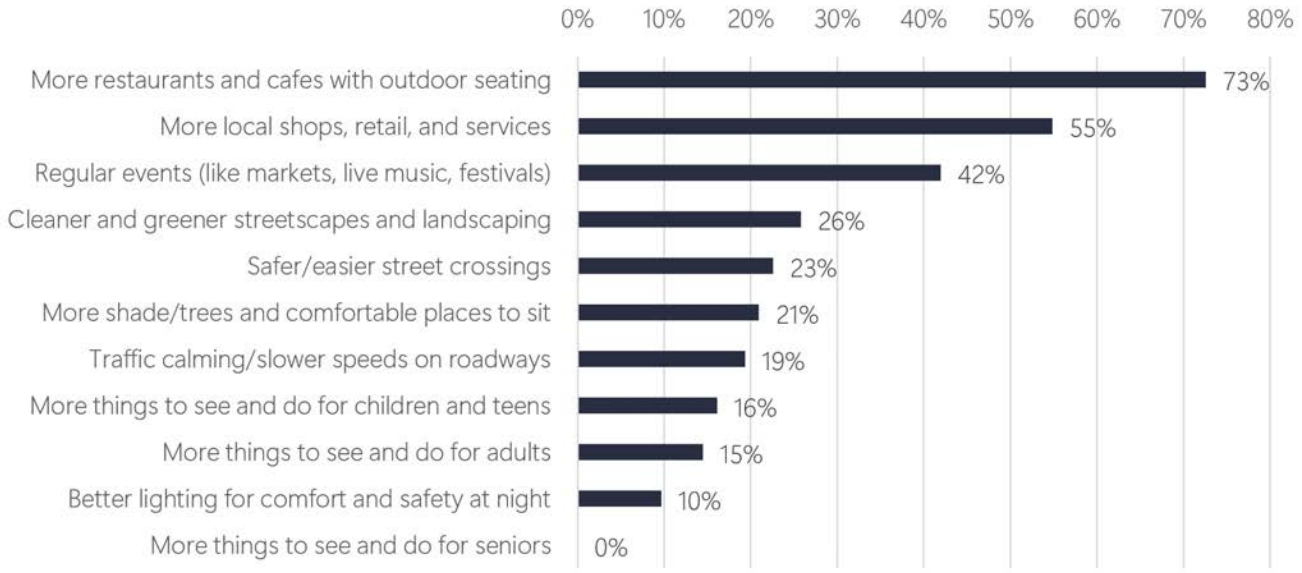


	Restaurant Name	Food category
1	BASKIN ROBBINS	FAST-FOOD
2	BBBOBA HOUSE	VIETNAMESE
3	COCOI'S SWEET AND PASTRIES	BAKERY
4	DUNKIN DONUTS	FAST-FOOD
5	DYVINE BBQ IN MOTION	BBQ CATERING
6	EL TUCAN FAMILY RESTAURANT	MEXICAN AND SALVADORIAN
7	FENG'S GARDEN	CARRY-OUT, CHINESE
8	FU SHENG	CARRY-OUT, CHINESE
9	HAPPY EATERY CHINESE CARRY OUT	CARRY-OUT, CHINESE
10	JEREMIAH'S KANSAS CITY STYLE BAR BQ	BBQ CATERING
11	JIMMY T'S	FAST-FOOD
12	KFC	FAST-FOOD
13	LA CAVERNA BAR & GRILL	MEXICAN AND SALVADORIAN
14	MCDONALD'S	FAST-FOOD
15	MIRNA RESTAURANT	SALVADORIAN
16	PAPA JOHN'S PIZZA	FAST-FOOD
17	PIZZA HUT	FAST-FOOD
18	SAFARI AFRICAN RESTAURANT	GHANAIAN
19	SUBWAY	FAST-FOOD
20	TACO BAJA OF DUMFRIES	MEXICAN
21	TACO BELL	FAST-FOOD
22	TASTY KABOB	CASUAL, AFGHAN
23	TIENDA LATINA Y LAS MEJORES MANGONADAS 3	FAST-FOOD
24	TRIANGLE FRIED CHICKEN & KABOB	FAST-FOOD
25	WHERE THE LOCALS GO	SOUL FOOD

The Small Area Plans Online Community Survey posed several questions related to features that respondents would like to see in each of the small areas. A few key questions are listed below.

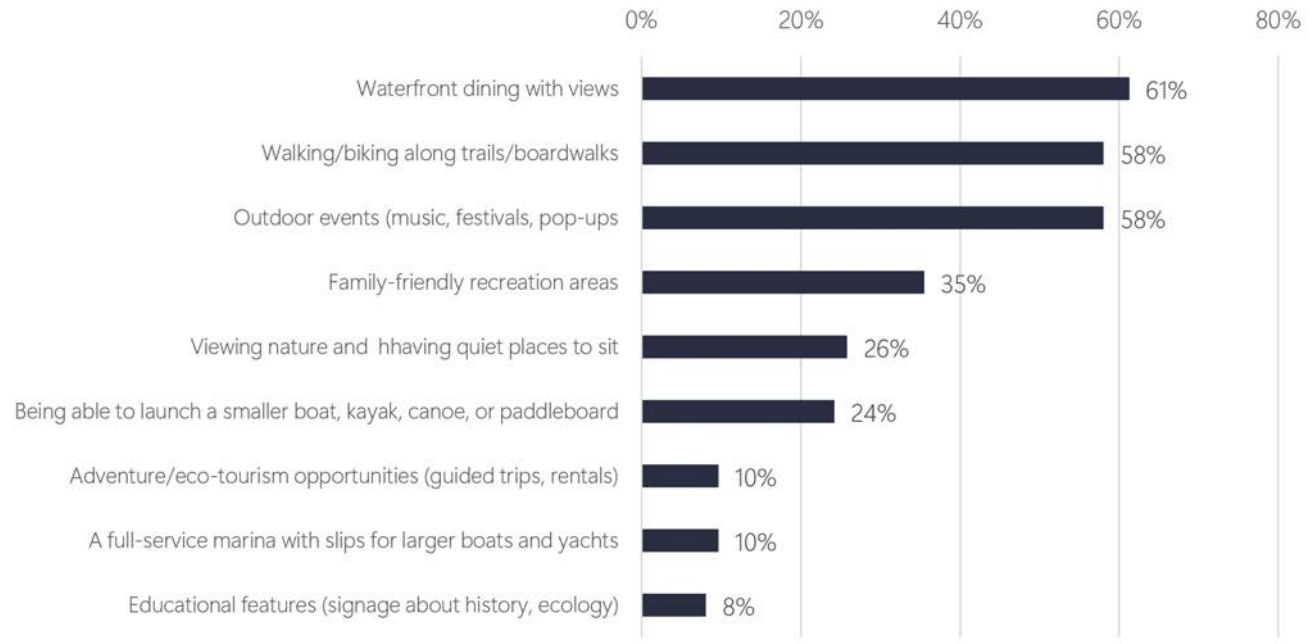
Q6: In the future, what would get you to visit Main Street Commons more often – and stay there longer?

Figure 21: Main Street Commons Community Sentiment



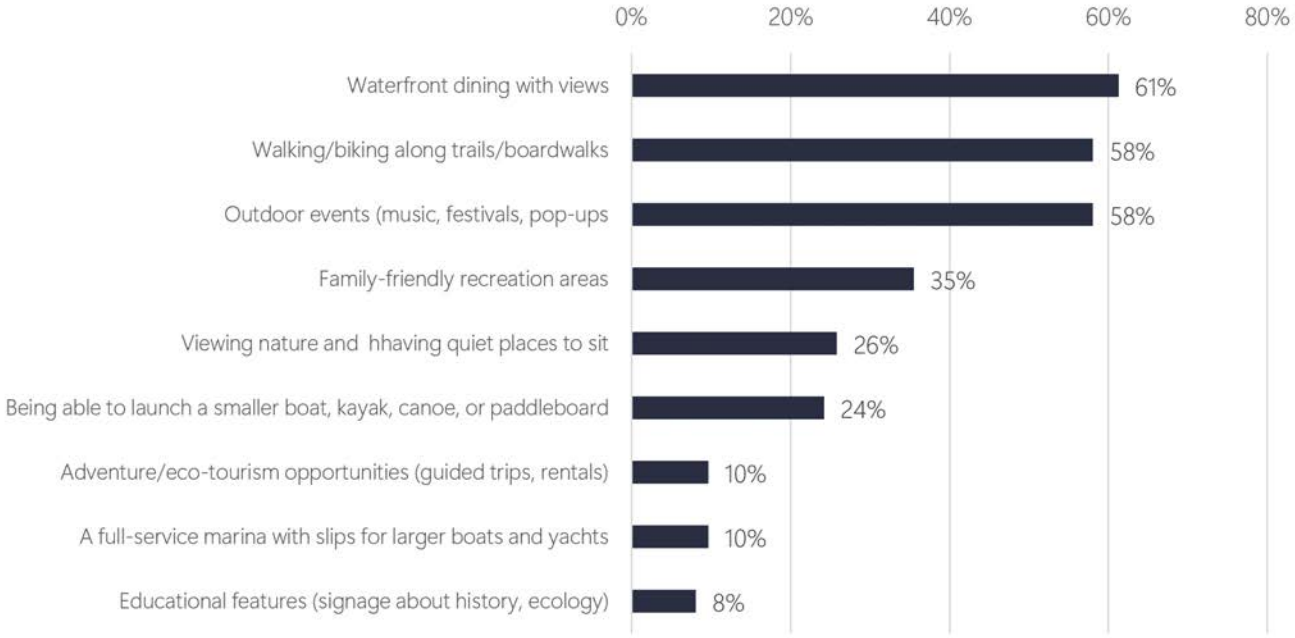
Q9: What would make you most excited to spend time at the Waterfront?

Figure 22: Waterfront Community Sentiment



Q14: Thinking about areas like Dumfries Plaza and Triangle Shopping Center, what are your top priorities for change?

Figure 23: Gateway Shopping Experience Community Sentiment



For each of the small areas, the top response through the online survey consistently expressed excitement for the addition of dining options to the town.

Market Assessment

Overview

Dumfries' real estate market opportunities are shaped by regional population growth, employment trends, town policies and incentives, and the attractions and competitive pressures of neighboring communities. These Small Area plans used a Market Assessment to understand town-wide demand across real estate sectors and identify opportunities where Dumfries could capture additional market share. The Market Assessment informs how the Town can use each Small Area Plan to respond to key questions about Dumfries' future.

- What are the anticipated changes in households and employment that will influence Dumfries moving forward?
- What is the demand for rental housing, for-sale housing, hotels, retail, and entertainment in the Town of Dumfries over the next 20 years?
- What locations in the Town have the open space or redevelopment potential to support demand for the above uses?
- How should each of the three identified Hubs—Main Street Commons, Waterfront, and Dumfries Gateway—be programmed and positioned to ensure long-term real estate and economic success?

The full Market Assessment is contained in **Appendix A** and was developed using a data-driven methodology to determine the current supply and future demand development in the region and in Dumfries across five key sectors: For-sale housing, Rental housing, Hospitality, Entertainment, and Retail. Details about the methodology used to summarize supply and project demand are included in the appendix.

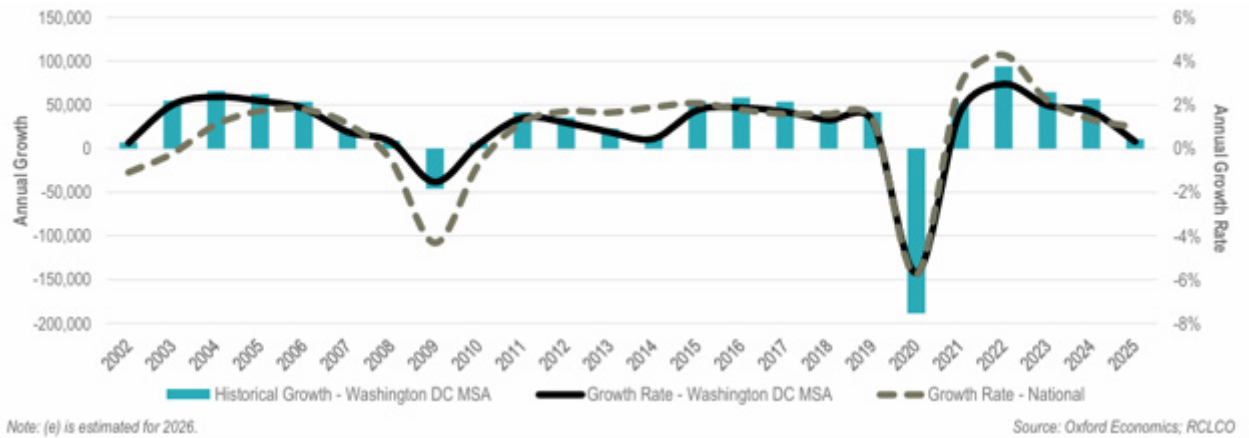
Regional and County Growth

Employment

The Washington-Arlington-Alexandria Metropolitan Statistical Area (MSA) has seen steady employment growth, largely due to the presence of the federal government. These federal jobs have historically been more stable than other positions, allowing the Washington, D.C. MSA to weather economic downturns better than its peers.

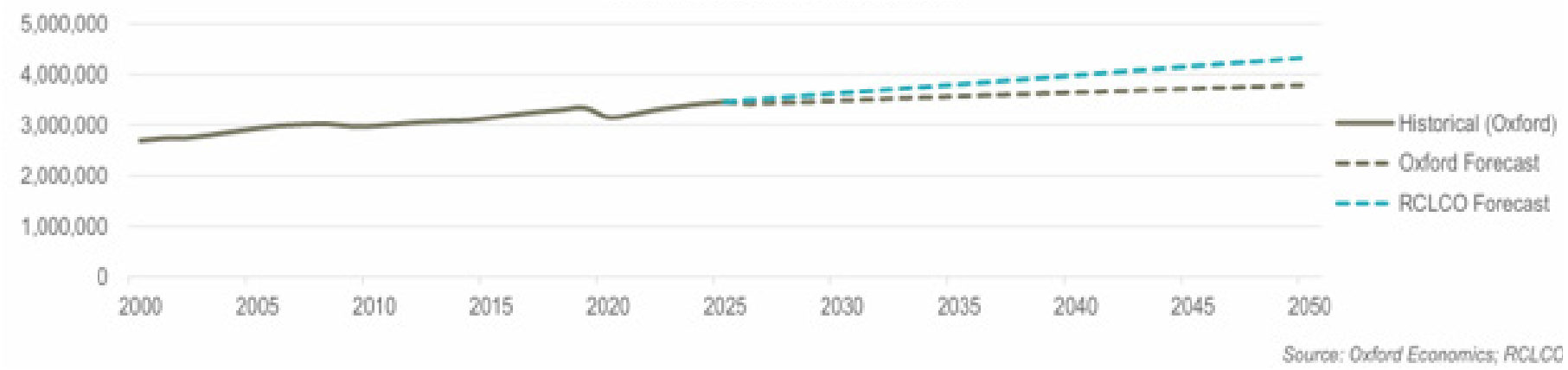
Even as recent efforts to reduce the size of the federal workforce and footprint present short-term challenges to the region, the MSA's employment growth remained positive in 2025, as shown in Figure 24.

Figure 24: Gateway Shopping Experience Community Sentiment



The blue dashed line Figure 25 demonstrates an average annual job growth of 35,000 or 0.9% growth per year, which is slightly lower than historical averages, accounting for near-term uncertainty in the federal government.

Figure 25: Historical and Projected Employment (Washington, D.C. MSA; 2000-2050)

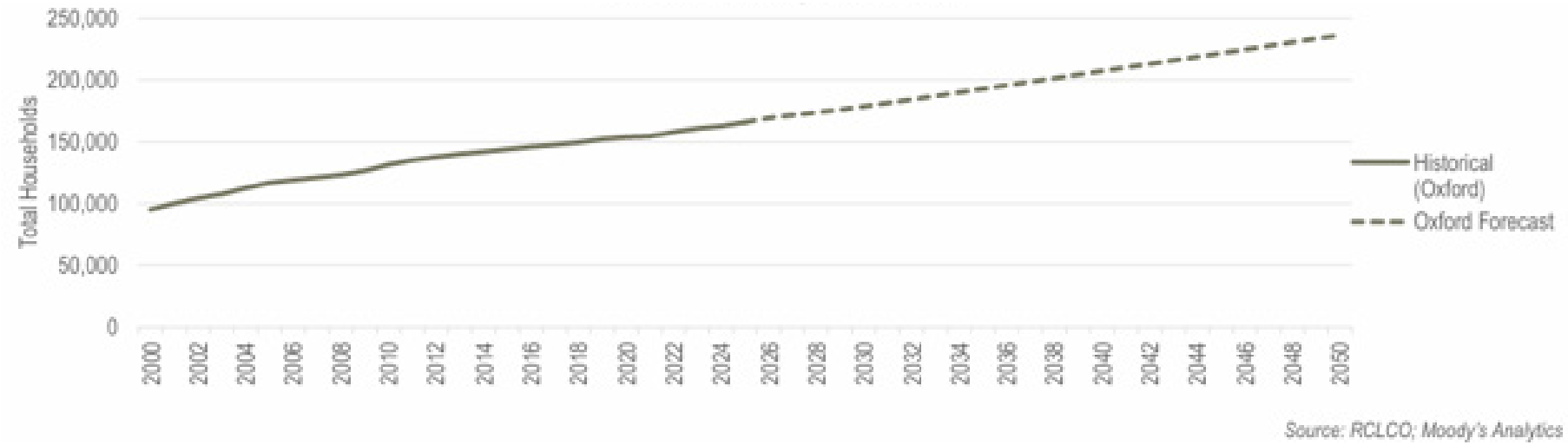


A similar assessment for Prince William County projects an annual job growth of 1.7% with an average of 3,300 additional jobs per year (shown in blue dashed line), with Professional and Business Service making up 20% of that growth, and Trade-Transportation-Utilities, Government, and Health and Educational Services making up 15% of that growth respectively. Government is projected to remain the largest employment sector due to Quantico's Marine Corps Base.

Households

Prince William County is projected to experience continued household growth, driven by regional expansion. Oxford Economics projects an annual household growth rate of 1.4% or 2,800 households per year through 2050.

Figure 26: Historical and Projected Employment Household Base



Demand Forecast

Summary of Demand by Land Use

Figure 27 summarizes demand by land use in Dumfries over the next 20 years. The Town is projected to be able to support demand for **2,400 new housing units and 825 additional hotel keys by 2045**, representing the market justification for pursuing major expansion to its real estate inventory.

Figure 27: Summary of Demand by Use Dumfries, VA; 2020-2045

	County Wide Demand (2026-2045	Dumfries Capture	Cumulative Demand By:			
			2020	2035	2040	2045
Rental Apartments	**540**	**11.9%**	230 Units	545 Units	870 Units	**1,205 Units**
Build-For-Rent	**330**	**6.7%**	110 Units	210 Units	305 Units	**405 Units**
For-Sale SFD	**1,160**	**1.8%**	90 Units	190 Units	290 Units	**395 Units**
For-Sale Townhome	**595**	**1.8%**	50 Units	105 Units	155 Units	**210 Units**
For-Sale Condominium	**385**	**2.3%**	25 Units	80 Units	135 Units	**185 Units**
Hotel	**N/A**	**N/A**	165 Keys	385 Keys	605 Keys	**825 Keys**

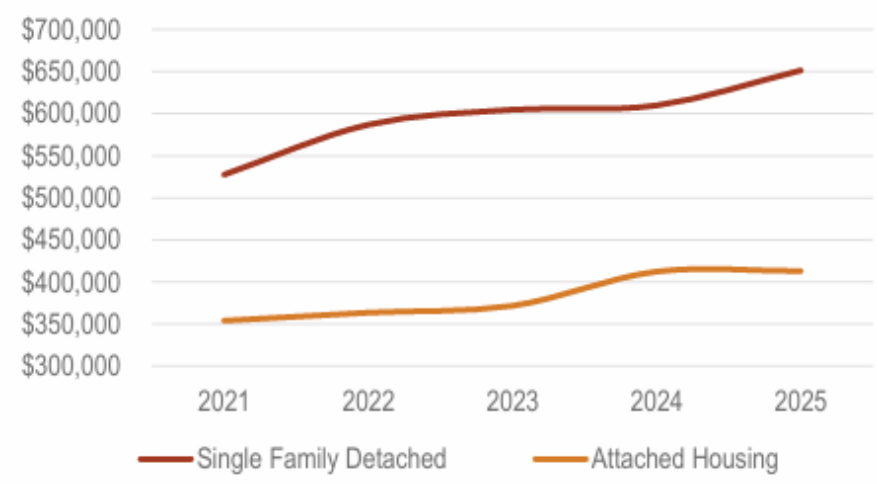


For-Sale Housing

Market Overview

While southern Prince William County has traditionally been characterized by lower-density housing, growth patterns have shifted in recent years. As Prince William County has expanded and home prices have risen, new residential development has become increasingly dense. Figure X illustrates the rising detached housing prices and stable attached housing prices. Many townhome communities such as Highland Park, Eagles Row, and Cascade Landing have developed in or near Dumfries, reflecting an appetite for more diverse for-sale housing options.

Figure 28: For-Sale Price by Product Type Dumfries, VA; 2021-2025



Located just outside the Town limits, Potomac Shores illustrates this shifting demand. The community first delivered single-family detached homes, then expanded further to include townhomes and, more recently, two-over-two condominiums. This progression illustrates how higher-density housing is becoming a key part of the Dumfries market, offering more affordable options as land constraints and general housing costs increase.

Opportunities

Although Potomac Shores still has some remaining development capacity, much of Prince William County's for-sale housing pipeline is concentrated on the western end near Manassas. This creates an opportunity for Dumfries to capture a greater share of future demand, particularly if the Town can plan for a range of housing types that align with evolving market preferences.

In the near term, development in Dumfries is likely to take the form of single-family detached homes and townhomes, which are more economically feasible to deliver and meet the area's current market. Over time, however, as new supply is built and denser development come alongside mixed-use neighborhood amenities, condominiums can serve as a higher density, lower entry price point for current and future residents. This opportunity may be best realized in the Waterfront and Main Street mixed used hubs.

Rental Housing

Market Overview

The Prince William County rental apartment market has performed well, with stable vacancy rates and positive rent growth in recent years. While Dumfries lacks significant market-rate rental apartments today, nearby Woodbridge has seen several recent deliveries, highlighting an appetite for new rental supply in the area. The rental market has been delivered in a variety of formats, from low-rise apartments or townhomes with surface parking to mid-rise apartments with structured parking, representing the growing densification of this part of the county. The Aras on Main development is a planned high-density rental development in the heart of Dumfries that demonstrates the expanding rental market in and around the town.

Opportunities

The demand forecast for Dumfries projects 1,610 new units of rental housing, including apartments and townhomes. This more diverse development could allow Dumfries to provide housing that attracts a variety of ages, income ranges, and lifestyles.

The three mixed-use hubs represent compelling locations to capture the rental apartment demand in Dumfries, especially if they are intentionally planned and designed to support density with attractive, complementary uses such as retail, restaurants, and other community amenities.



Hospitality

Market Overview

The Town of Dumfries has only two hotels currently. However, several hotels are located nearby, largely serving a transient visitor base that is traveling along I-95 or to Quantico. These hotels are generally several decades old, except for one that was delivered in the last decade.

The addition of The Rose Gaming Resort in 2024 created a market-defining anchor in Dumfries. As the largest hotel in the market, The Rose significantly expanded the supply of hotel rooms. As The Rose continues to draw activity and the Town delivers additional amenities, hotel demand is projected to increase. These amenities and existing anchors justify future growth and investment in a Dumfries-centric hospitality market and creating more places that encourage visitors to view Dumfries as their primary destination and as home base for regional trips.

Opportunities

The demand forecast projects an initial need for 825 additional hotel rooms in Dumfries through 2045. This demand reflects underserved existing regional travels that move through as they travel I-95 or visit Quantico. Since there are a limited number of new hotels being developed in the market, a new hotel in the Town could serve this audience well.

Longer term, there is an opportunity for more destination hotels that are co-located with and benefit from the amenities being contemplated as part of the Small Area Plans. Capturing the full potential of this demand hinges on developing amenities and destination experiences that entice visitors to stay in Dumfries. Outside the Entertainment District which hosts The Rose Gaming Resort, the creation of a true Main Street and establishment of a Waterfront District as a signature town experience could serve as important catalyst for new destination hotels.



Entertainment

Market Overview

There are an assortment of standalone entertainment destinations in Prince William County as shown in Figure 29. Across the region, there are numerous examples of entertainment destinations that can play key roles in shaping neighborhoods, including destinations focused on arts and culture, sports and wellness, museum experiences, and outdoor recreation destinations. Some of these facilities already exist near Dumfries, such as the Ali Krieger Sports Complex in the Potomac Shores development or National Museum of the Marine Corps in Triangle. There is also a large sports complex at Overlook Park.

Opportunities

There are four opportunities for entertainment anchors that could play major roles in establishing a sense of place in one or more of the mixed-use hubs as shown in the map at right..

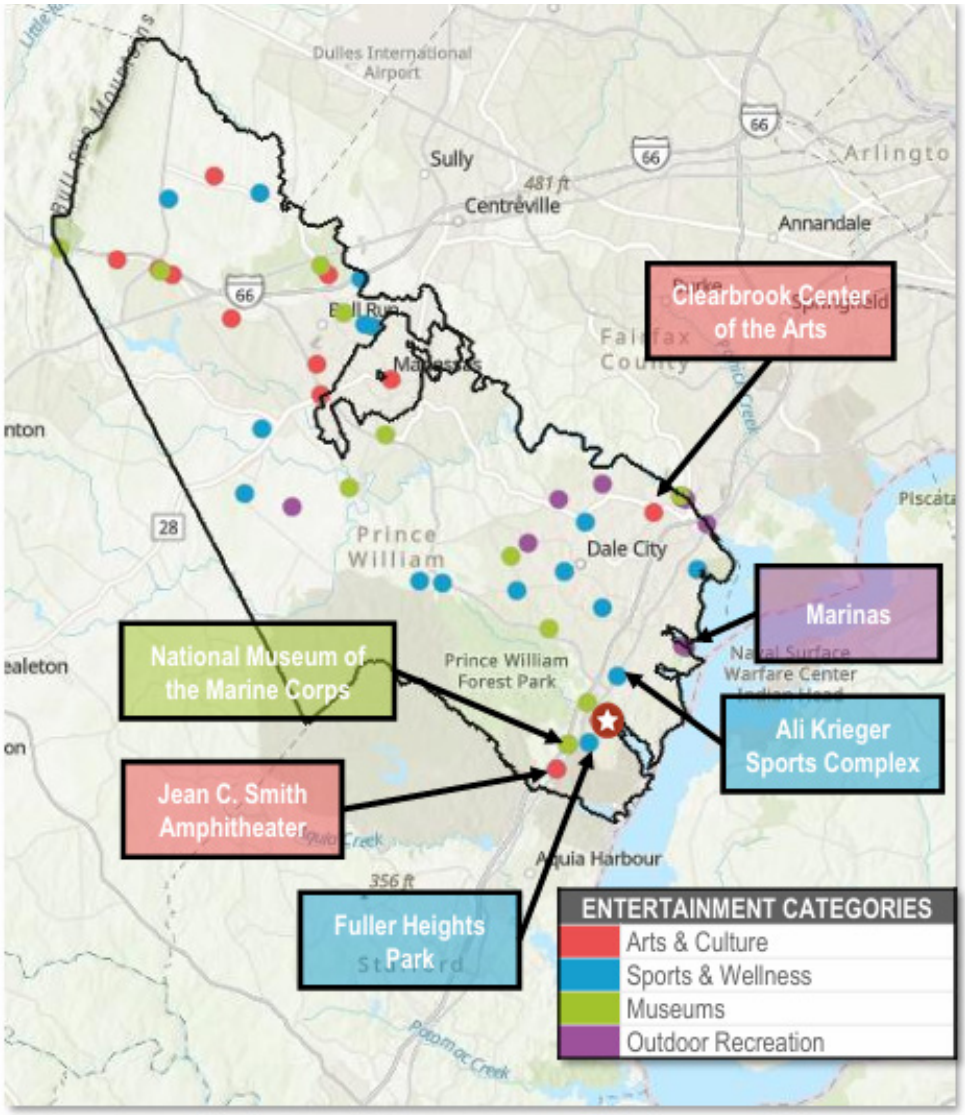
Performing Arts: While there is an open-air amphitheater nearby, there could be an opportunity for a year-round performing arts venue that could host local theater or musical acts. A cultural venue like this could be a strong fit at the Waterfront.

Arts Center: While Occoquan has an arts district, it largely consists of galleries, and an arts center in Dumfries could be more interactive, with classes and other programming. An arts center could be a strong fit for Main Street or the Waterfront.

Marina: A marina in Dumfries could focus on small-scale boats and recreation like kayaks and paddleboards at the Waterfront, pending the completion of environmental studies.

Boardwalk: A boardwalk and supporting public plazas for residents and visitors to enjoy are a strong fit for the Waterfront.

Figure 29: Prince William County Entertainment Destinations



Source: CoStar; ArcGIS; PlacerAI; RCLCO

Retail

Market Overview

While existing retail space in Dumfries is used efficiently with very few vacancies, total supply is limited and available spaces are generally small or not configured for regional or national tenants. However, the town's surrounding trade areas (varying from 5, 10, and 20 minute drive times) provide greater opportunity for retail development. Dumfries is located in one of the fastest growing markets in Virginia, with a fast-growing population due to proximity to other regional destinations and its accessibility to I-95. As a result, Dumfries experiences high traffic counts to and through the town (roughly 40,000 vehicles per day).

Dining and grocery categories account for the largest share of household spending in Dumfries. Figure 29 shows existing and projected consumer spending for food away from home (dining) and food at home (grocery) for Dumfries and its trade areas.

Ongoing development plans in and around Dumfries, such as the planned shopping center at the intersection of Route 1 and Route 234, could provide additional space for retail. Currently, a new grocery store is proposed for this site, which could satisfy local grocery demand and position the town for future growth by filling a key retail gap.

Opportunities

Dumfries is positioned to be able to leverage ongoing and planned development to attract new retail uses to the town and capture a greater share of retail demand in the area. As mentioned previously, the proposed new grocery site could be leveraged to attract retail uses around it. The Route 1 road widening will enhance traffic flow and vehicle accessibility to support development, while alleviating traffic demand on Main Street, allowing the town to create a walkable downtown with active retail uses. Additionally, investment in the town's small areas to improve accessibility, connectivity, and livability could create a clear identity for these areas that attracts activity from residents and visitors who could support future retail development.

Figure 30: Existing and Projected Consumer Spending (Dining)

	Comparison: Consumer Spending Food Away From Home			Comparison: Consumer Spending Food at Home		
	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Dumfries	$8,200,000	$10,062,000	$1,862,000	$14,043,000	$17,228,000	$3,185,000
5-Minute Drive Time	$20,056,000	$23,780,000	$3,724,000	$34,095,000	$40,444,000	$6,348,000
10-Minute Drive Time	$122,066,000	$138,793,000	$16,727,000	$205,613,000	$233,784,000	$28,172,000
20-Minute Drive Time	$623,321,000	$709,179,000	$85, 858,000	$1,049,392,000	$1,194,110,000	$144,718,000

Economic Development Plan

An economic development plan was developed to identify the specific strategies to capture the project market opportunities, and to identify actions that Dumfries could take to influence the health of its economy, create jobs, attract investment, support businesses, increase tax revenues, and improve the overall quality of life for residents in each mixed-use hub and across the town.

In response to community need and sentiments, this Economic Development Plan creates a clear roadmap that informs the recommendations of the Small Area Plan, centered on achieving three principles:

- Improving community amenities for residents
- Supporting existing businesses by improving visitation
- Creating new destinations for residents to enjoy and to bring visitors to the community

The full economic development plan can be found in Appendix D.



While each Hub faces its own set of constraints, there are three townwide barriers that are likely to shape the pace of redevelopment in Dumfries.

Barrier: The Town's ambition to create three distinct Small Areas, each supporting a mix of residential, retail, employment, and entertainment opportunities. The Town's needs more people – residents and visitors- to be attracted by and participate in the Town's economy to justify the cost of supporting amenities.

> ***Strategy:*** Expand the household base and total town population to mitigate costs to existing residents and deploy strategies to increase visitation from regional travelers to bring increased foot traffic to businesses in Dumfries.

Barrier: Rental and sale prices in Dumfries are affordable – a positive aspect of for many current and potential residents. Homebuilders, though, may take a more measured approach to investing in Dumfries if there are perceived challenges in achieving the desired profit margins, as they want to pass on the rising costs of building mixed-use projects to future residents and tenants.

> ***Strategy:*** The Town can help use tools such as tax-increment financing, façade or signage grants, land contributions, or state and federal programs to help private developers deliver projects sooner than the market could otherwise support.

Barrier: The Town's permitting process can be difficult to navigate, in part because projects must be coordinated with both the Town and Prince William County.

> ***Strategy:*** The Town can review and streamline the overall permitting process and accelerate redevelopment through design guidelines and expedited permitting for projects that meet certain criteria or Town-desired land use.



The Community-Driven Process

Feedback from community engagement—
the priorities, concerns, needs and interests of residents, town officials, and business owners—
is the foundation of these small area plans. Each engagement activity was tailored to be curious and open to learning from the community and to invite more voices in a collaborative process of co-creating the vision for the plans.

Outreach and Engagement

Figure 31: Phase I Engagement Process

- **April 8th, 2026:**
  Project Kick-Off, Town Tour, Early Visioning
- **April 21st, 2026:**
  Town Council Meeting (Kickoff)
- **June 10th - 18th, 2026:**
  Mayor and Town Council 2-on-2 Meetings
- **June 16th, 2026:**
  Town Council Meeting (Website Launch)
- **June 19th, 2026 – August 21st, 2026:**
  Quick Poll, Big Ideas, and Community Survey
- **July 6th, 2026:**
  Planning Commission and Economic Development Commission Joint Meeting
- **July 30, 2026 – August 4th, 2026:**
  Retail Stakeholder Meetings

The small area planning process revealed a remarkable degree of alignment among stakeholders regarding the future of Dumfries. Across the Town Council, Town staff, the Planning Commission, Economic Development Authority, retail property owners, business stakeholders, and community members, participants consistently expressed a desire to build upon the Town's unique character while creating new opportunities for residents, businesses, and visitors. While opinions varied regarding the pace and scale of future development, the broad consensus remained that Dumfries should evolve into a more vibrant, walkable, economically resilient, and destination-oriented community that remains rooted in its history and small-town identity.

Just as importantly, the engagement process highlighted several important trade-offs that will require continued discussion and refinement throughout implementation. Stakeholders consistently emphasized the need to balance growth with community character, tourism with local needs, and transformational aspirations with practical realities related to infrastructure, funding, environmental constraints, and market conditions. These perspectives provide a valuable framework for shaping the Small Area Plans and ensuring that future investments reflect community priorities.

Areas of Broad Consensus

Several themes emerged throughout the engagement process that reflect strong community alignment regarding the future of Dumfries.

- Dumfries could become a destination community that attracts visitors while continuing to serve existing residents.
- The Waterfront represents the Town's most significant long-term opportunity and should become a signature destination.
- Main Street could turn into a vibrant, walkable downtown with restaurants, shops, housing, events, and public gathering spaces.
- Residents should be able to meet more of their daily needs within Dumfries, reducing the need to leave Town for dining, entertainment, shopping, and recreation.
- Walkability, connectivity, and pedestrian safety should be improved throughout the community.
- Future development should celebrate Dumfries' history and reinforce its unique identity.
- Mixed-use development should help create active and vibrant destinations.
- Public spaces, trails, parks, and recreational opportunities should be expanded.
- The Small Area Plans should serve as implementation-focused tools that guide future investment and decision-making.

Collectively, these areas of agreement suggest that the Town is largely united around a common vision for the future. The greatest challenge moving forward is not identifying where the Town wants to go, but determining how best to achieve that vision through strategic investments, policy decisions, and partnerships.

Areas of Tension and Strategic Consideration

While stakeholders largely agreed on desired outcomes, the engagement process revealed several recurring tensions that will require thoughtful consideration:

- Housing growth versus commercial development and employment opportunities.
- Destination-oriented amenities versus investments that primarily serve current residents.
- A highly activated, tourism-oriented Waterfront versus a more modest waterfront focused on recreation, open space, and environmental stewardship.
- Historic preservation and small-town character versus modernization and redevelopment.
- Walkability and compact development versus parking demand and automobile access.
- Community expectations for public amenities and design standards versus private development feasibility.
- Long-term transformational projects versus near-term infrastructure and funding limitations.
- Tourism, redevelopment, and new investment can feel at odds with affordability and quality-of-life concerns for existing residents.

These tensions should not be viewed as obstacles. Rather, they represent the natural and healthy discussions that occur when a community is planning for growth. The Small Area Plans provide an opportunity to identify balanced solutions that advance multiple goals simultaneously while remaining flexible enough to adapt over time.

Community Strengths, Weaknesses, Opportunities, and Threats (SWOT) Assessment

Strengths

Stakeholders consistently identified several foundational assets that position Dumfries for long-term success:

- Strong sense of community and local pride
- Rich history and cultural heritage
- Strategic location along the I-95 corridor
- Unique waterfront and environmental assets
- Growing population and increasing market interest
- Engaged leadership and community champions
- Existing planning momentum and community investment
- Small-town atmosphere with regional accessibility
- Emerging identity as a destination-focused community
- Commitment to preserving local character while embracing growth

These strengths represent the core attributes that differentiate Dumfries from surrounding communities and provide the foundation upon which future growth and redevelopment can build.

Weaknesses

The assessment identified several existing conditions that limit the Town's ability to fully realize its vision:

- Limited retail, dining, entertainment, and recreation options
- Lack of a fully developed downtown environment
- Gaps in pedestrian infrastructure and connectivity
- Aging commercial centers and inconsistent property appearance
- Limited access to everyday goods and services
- Insufficient branding, wayfinding, and placemaking elements
- Infrastructure and utility constraints
- Limited developable land within Town boundaries
- Dependence on neighboring communities for many destinations and services
- Ongoing concerns related to aesthetics, maintenance, and the perception of some commercial areas

Addressing these weaknesses will be essential to enhancing quality of life, attracting investment, and strengthening Dumfries' position as a regional destination.

Opportunities

Community input also identified numerous opportunities capable of transforming Dumfries over the coming decades:

- Redevelop the Waterfront into a signature regional destination
- Establish a vibrant and walkable Main Street district
- Create a memorable and attractive Gateway district
- Capitalize on Route 1 improvements and future redevelopment opportunities
- Expand tourism, recreation, and entertainment offerings
- Improve connections between neighborhoods, destinations, and activity centers
- Promote ecotourism and environmental education
- Encourage redevelopment of aging shopping centers and underutilized properties
- Expand branding, public art, signage, and placemaking initiatives
- Develop partnerships with educational, environmental, and economic development organizations
- Expand youth programming, civic engagement, recreation, and workforce opportunities
- Increase the range of housing and commercial options available within the Town

These opportunities reflect the community's desire to create a more vibrant and complete destination while enhancing quality of life for current and future residents.

Challenges

Stakeholders also recognized several implementation challenges that could influence the pace and success of redevelopment efforts:

- Funding major infrastructure and capital improvements
- Addressing environmental constraints associated with Waterfront development
- Supporting growth with adequate transportation, utilities, schools, and public services
- Maintaining affordability for existing residents
- Coordinating redevelopment across multiple property owners and stakeholders
- Attracting desired retail and commercial tenants in a competitive market
- Rising construction and development costs
- Balancing parking demand with walkability objectives
- Managing Route 1 access and circulation challenges
- Modernizing aging infrastructure and utility systems
- Moving from planning to implementation
- Maintaining community character as growth occurs

Successfully addressing these challenges will require strategic investments, public-private partnerships, phased implementation, and clear policy direction over time.

Key Planning Considerations by Small Area

Main Street Commons

Stakeholder feedback consistently identifies Main Street as the civic, cultural, and social heart of Dumfries. The area is widely viewed as the community's future downtown and a place where residents and visitors should be able to gather, shop, dine, and experience local culture.

1. **Create a Distinctive Downtown Experience**

   Main Street should provide a destination that is uniquely Dumfries rather than a replication of neighboring commercial centers. Community members consistently described a walkable downtown environment featuring restaurants, coffee shops, local retail, public gathering spaces, public art, and community events. Future planning should focus on creating a recognizable identity that celebrates the Town's history while supporting modern amenities.

2. **Balance Activity, Density, and Community Character**

   Stakeholders generally support mixed-use development and additional residential density in the downtown area, particularly housing above retail. However, there is strong interest in ensuring that redevelopment remains compatible with the Town's small-town atmosphere and historic character. The plan should establish clear expectations for building design, scale, streetscape quality, and public realm improvements.

3. **Prioritize Walkability and Access**

   Many participants noted that Main Street's success ultimately depends on the ability of residents and visitors to comfortably access businesses, events, and public spaces. Investments in sidewalks, crossings, lighting, wayfinding, parking management, and bicycle facilities should be considered foundational elements of downtown revitalization.

Dumfries Gateway

The Gateway was widely described as the Town's front door and first impression for many visitors arriving via Route 1 and I-95. Stakeholders consistently emphasized the importance of improving both the appearance and functionality of this district.

1. **Establish a Strong Sense of Arrival**

   The Gateway should clearly communicate that visitors have arrived somewhere distinctive. Placemaking, gateway features, landscaping, public art, signage, and branding should work together to create a memorable identity that introduces visitors to a unique experience.

2. **Encourage Strategic Retail Redevelopment**

   Community members identified the Gateway as the most immediate opportunity for commercial reinvestment and revitalization. Future planning should support redevelopment of aging shopping centers, encourage higher-quality commercial environments, and attract uses that address unmet community needs, including restaurants, grocery options, and everyday services.

3. **Improve Connectivity and Corridor Function**

   The Gateway's success will depend on more than aesthetic improvements. Safe pedestrian connections, improved access management, east-west connectivity, coordination with Route 1 improvements, and stronger connections to Main Street and surrounding neighborhoods should be central planning considerations.



Waterfront

Throughout the engagement process, the Waterfront emerged as the Town's most transformational opportunity and the area with the greatest potential to redefine Dumfries' identity within the region.

1. **Create a Signature Destination While Remaining Authentically Dumfries**

   Town stakeholders described the Waterfront as the cornerstone of the Destination Dumfries vision. Whether through recreation, ecotourism, waterfront dining, cultural attractions, environmental education, or iconic placemaking elements, the Waterfront should create experiences that attract visitors while reflecting the community's identity and values.

2. **Celebrate Environmental Assets and Historical Significance**

   Participants repeatedly emphasized the importance of integrating environmental stewardship, restoration, education, and heritage interpretation into future waterfront development. Rather than treating environmental conditions as constraints, the planning process should view them as opportunities to create a unique and memorable destination rooted in Dumfries' history as a waterfront community.

3. **Maintain Flexibility as Environmental and Market Conditions Evolve**

   Stakeholders expressed excitement about ambitious waterfront concepts, but also acknowledged uncertainties related to environmental conditions, infrastructure requirements, funding availability, and market demand. The Small Area Plan should establish a long-term vision while preserving flexibility to adapt implementation strategies as additional information becomes available.

Phase II: Co-Creating

Figure 32: Phase II Engagement Process

August 3, 2026:
Interdepartmental Meeting

August 19, 2026:
Community Ideas Workshop

November 16, 2026:
Planning Commission Meeting (Plan Discussion)

October 22 - November 6, 2026:
Community Review of Draft Plan

December 1, 2026:
Town Council (public hearing and approval)

Planning Framework

The Visioning Framework orients the Small Area Plans by establishing what the plans should accomplish and structuring how the plans will accomplish them. This framework was built on a foundation formed by the Town of Dumfries comprehensive plan, Destination Dumfries 2044, and input received from public engagement and key partners.

There are three components to the Visioning Framework:

- **Vision**
  The Small Area Plans share the vision of Destination Dumfries 2044 because the comprehensive plan provides the mandate for the creation of the Small Area Plans.
- **Guiding Principles**
  The mixed-use hubs should share important general qualities. These shared qualities are codified as Guiding Principles for our Small Area Plans.
- **Small Area Identities and Focus Areas**
  Each mixed-use hub should also differ from the others in notable and specific ways. These differences are captured as unique identities for each small area.

Vision

Destination Dumfries 2044's vision is as follows:

- Dumfries is a destination, not just a place to pass through.
- Dumfries is a complete community. Dumfries residents and visitors are able to live, work, play, and relax in Dumfries.
- Dumfries is accessible and connected via all modes of transportation.

Guiding Principles

Our guiding principles focus the comprehensive plan vision through the lens of mixed-use hubs. They specify how the development of mixed-use hubs across the Small Areas fits into and supports the vision established in Destination Dumfries 2044.

Our Guiding Principles structure each Small Area Plan around five pillars:

- Land Use: How We Live
- Transportation: How We Move
- Economic Development: How We Grow
- Community Development: How We Sustain
- Integration with Other Small Areas: How We Fit Together

Small Area Plan Identities and Focus Areas

Though the mixed-use hubs share the same set of guiding principles, the implementation of these principles will be unique to each small area. In accordance with our guiding principles, each of our Small Area Plans have a distinct identity and role in characterizing Dumfries as a destination and complete community that is accessible and connected by all modes of transportation.

The Small Area identity statement represents the aspiration for what the mixed-use hub in each Small Area should become and clarifies the Small Area's role within Dumfries. Focus areas highlight key topics and aspects raised in the identity statement to guide targeted recommendations that strengthen the area's identity.



Building the Dumfries Brand

Concurrently with the Small Area Plans process, the Town completed a branding initiative to help identify and communicate what makes Dumfries distinct. While each Hub has its own identity and focus areas, together, they will contribute to a shared townwide identity that positions Dumfries as a premiere location within the region to live, work, and visit. That effort is underway and is contributing to a townwide identity that evokes residents' priorities:



The Small Area Plans will provide a physical showcase for the Dumfries brand through placemaking, public spaces, wayfinding, and recreational and cultural opportunities. Future branding, marketing, and economic development efforts should celebrate and reinforce the Dumfries brand while communicating the unique experiences available within each of the mixed-use hubs.

Main Street Commons

Main Street Commons is the heart of Dumfries. As a vibrant, walkable, bikeable, and livable downtown area, Main Street provides people with access to unique local businesses, food options, and gathering spaces for community events and festivals. Through architecture, landscaping, public art, and placemaking, Main Street celebrates Dumfries' living history, connecting its past with its potential for the future.

Focus Areas

- History and culture
- Placemaking – community gathering, third place(s)
- Public art
- Retail
- Dining
- Visitor experience
- Residential over retail
- Civic core/professional center ("office over retail")
- Height emphasis – this should be a "taller" part of town
- Events
- Pedestrian experience
- Parking

Dumfries Gateway

The Dumfries Gateway is our southern entrance to the Town, welcoming residents and attracting visitors to shop, dine, and explore Dumfries. The Gateway has walkable streets, vibrant community spaces, and access to the everyday amenities that make Dumfries a great place to live. Placemaking, public art, and wayfinding are woven into the community fabric to create a memorable first impression and encourage people to get out of their cars and experience the best of modern Town living.

Focus Areas

- Retail
- Dining
- Pedestrian experience
- Residential over retail
- Wayfinding
- Art/statement element ("the welcome")
- Multimodal hub
- Parking
- Property access and connectivity



The Waterfront District

The Waterfront District is a contemporary reintroduction of Dumfries' historic legacy as a deepwater port. The Waterfront serves as the signature destination of Dumfries, offering diverse opportunities for aquatic exploration, education, retail and dining, and entertainment experiences. It is intentionally designed to serve current and future residents, provide access to recreational destinations within scaled mixed-use development, and inspire visitors with a balance of recreation, environmental preservation, iconic views and destinations, and public access to the waterways. The Waterfront District will encourage people to walk to and walk along our shoreline using a network of complete streets, trails, and boardwalks. Intentional development will create an unforgettable experience while supporting and enhancing the enjoyment of and connection to nature.

Focus Areas

- Tourism
- Recreation – trails, paddle craft, and passive recreation
- Retreat – wellness, quality of life, and interaction with nature
- Natural environment – stewardship, preservation, and education

Quick Wins

Quick-win recommendations provide the Town with practical, near-term actions that can build momentum toward a stronger, more connected, and more vibrant community. These recommendations are intended to translate the Town's long-term vision into tangible steps that strengthen the local economy, expand multimodal transportation choices, celebrate and reinforce the Town's history and unique character, and improve overall quality of life. The recommendations span across the entirety of the Town and apply to all small area planning efforts. These recommendations can be accomplished within the next five years through strategic funding dedicated to additional studies, empowering residents to get engaged, collaborating with regional partners on shared initiatives, and codifying policies. Ranging from targeted policy updates and the creation of local advocacy or partner groups to focused transportation assessments and other readily implementable initiatives, these actions can help address immediate needs while laying the groundwork for larger, longer-term investments. Together, the quick wins demonstrate visible progress, strengthen community partnerships, and position the Town to advance future projects, programs, and funding opportunities.

Figure 33: Quick Wins

Potential Action / Recommendation Details	Planning Category
Adopt the Waterfront, Dumfries Gateway, and Main Street Commons Small Area Plans as coordinated implementation guides for land use, mobility, public investment, and private development. Use each plan's district vision and character to provide clear expectations for residents, property owners, and developers.	Policy
Organize a Dumfries SAP volunteer action team of residents, businesses, youth, and community organizations to support cleanups, events, outreach, planting, public art, and other early implementation projects.	Advocacy
Review each SAP at least every five years, and after major market or infrastructure changes, to confirm that recommendations remain feasible and aligned with Destination Dumfries 2044.	Policy
Maintain a confidential development-interest and property-inquiry tracker for the three SAP districts and provide regular implementation updates to Town Council and leadership.	Economic Development
Create a Dumfries SAP Design Guide with district-specific standards: a civic and historic character for Main Street Commons, a memorable arrival character for the Gateway, and a resilient, recreation-oriented character for the Waterfront.	(Re)Development
Modernize parking standards in the SAP districts by right-sizing requirements, allowing shared and district parking, setting context-sensitive maximums, and requiring safe pedestrian connections rather than relying on minimum parking ratios.	Transportation
Complete a water and sanitary sewer capacity and condition assessment for planned infill and redevelopment in all three SAP districts, including service needs for vacant and underused parcels.	Public Infrastructure and Utilities
Create a phased SAP capital improvement program that identifies project scope, lead department, partners, timing, cost, and funding sources for priority streets, utilities, parks, and public-realm improvements.	Public Infrastructure and Utilities

Potential Action / Recommendation Details	Planning Category
Create a Dumfries redevelopment incentive policy for priority SAP sites using tools such as façade grants, tax abatements where authorized, fee or impact-fee credits, Virginia programs, and public-private partnerships. Tie assistance to measurable public benefits.	(Re)Development
Complete a Townwide Transportation Safety Action Plan that prioritizes Main Street, the Gateway, Main Street Commons, Waterfront connections, schools, transit stops, and locations with documented crash or speeding concerns.	Public Infrastructure and Utilities
Complete an ADA and pedestrian-accessibility audit of streets, sidewalks, crossings, bus stops, parks, and civic destinations within and connecting the three SAP districts.	Public Infrastructure and Utilities
Upgrade OmniRide stops serving the SAP districts with accessible pads, benches, shelters, lighting, route information, and real-time information or Wi-Fi where ridership and site conditions support it.	Transportation
Adopt a shared-micromobility policy for Dumfries that defines operating areas, parking and geofencing rules, accessibility protections, data-sharing requirements, safety standards, and enforcement.	Transportation
Invite qualified shared-micromobility operators to propose a limited pilot connecting the three SAP districts, nearby neighborhoods, parks, transit stops, and civic destinations, with clear performance measures.	Transportation
Launch an Adopt-a-Block program with Dumfries businesses, residents, and community groups to maintain sidewalks and planters, remove litter, report hazards, and sponsor small public-realm improvements.	Advocacy
Work with Dumfries restaurants and property owners to add accessible outdoor dining, sidewalk cafés, and parklets where sidewalk width, drainage, parking demand, and emergency access permit.	(Re)Development
Develop a public-art opportunity map for prominent gateways, blank walls, civic spaces, parks, and Waterfront locations, emphasizing Dumfries history, culture, and local artists.	Culture and History
Pilot a Dumfries public-art program that selects one visible site in each SAP district, engages local artists and residents, establishes maintenance responsibilities, and measures community response.	Culture and History
Pilot weekend pedestrian plazas or limited street closures in Main Street Commons and suitable Waterfront locations for dining, markets, festivals, and pop-up activities; maintain emergency and property access.	Recreation, Resilience, Open Space, Sustainability
Evaluate mobile and pay-by-space parking management for high-demand Dumfries destinations only after completing occupancy and turnover studies. Provide cash and accessible payment alternatives and dedicate revenue to district improvements.	Transportation
Create a low-cost business incubator and pop-up program using vacant storefronts, markets, food-truck events, and temporary Waterfront or civic-space programming to help local entrepreneurs test concepts.	Economic Development
Publish a single, easy-to-use Dumfries business resource guide covering Town, Prince William County, Virginia, and partner incentives; permitting contacts; technical assistance; financing; and available commercial spaces.	Economic Development
Organize a Dumfries SAP volunteer action team of residents, businesses, youth, and community organizations to support cleanups, events, outreach, planting, public art, and other early implementation projects.	Advocacy
Maintain an annual grant calendar and pursue capacity-building and implementation funding, including DHCD Community Development Block Grants, Virginia Main Street assistance, the Industrial Revitalization Fund, transportation safety funds, brownfield resources, and environmental or recreation grants.	Funding

Draft Plan
October 2026

TOWN OF DUMFRIES

Small Area Plans