Draft Plan
October 2026



TOWN OF DUMFRIES

Small Area Plan

Main Street Commons

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Main Street Commons Small Area Plan

Executive Summary

The Main Street Commons Small Area Plan supports the 20-year vision set by Destination Dumfries 2044 and the Town of Dumfries Comprehensive Plan. Main Street Commons is one of five Mixed-Use Hubs identified in the comprehensive plan that will serve as the focal point for growth, investment, and community activation in the Town. Built on a foundation of past and existing conditions, community feedback, and current and emerging market trends and opportunities, this Small Area Plan provides more specific guidance and recommendations through a Small Area Identity and Focus Areas.

Where to learn more:

- Mixed-Use Hubs (Section 1, page 4)
- Small Area Identity and Focus Areas (Section 4, pages 2 and 3)

Existing Conditions

The existing conditions in the Small Area establish a baseline of understanding for how the area functions within the Town today. These conditions are also used to identify areas of opportunity to develop towards the Small Area's mixed-use identity. The existing conditions are organized in four categories: (1) Land Use, or the types of buildings and activities that take place on parcels with the area; (2) Zoning, or the mapped ordinances that govern and administrate the types and forms of allowable development on parcels within the area; (3) Natural and Built Environment, or the utilities and environmental context of the area; and (4) Transportation, or how people move to and through the area. Insights on how we live, how we move, how we grow, and how we sustain are then synthesized across these four categories.

Where to learn more:

- Land Use (page 6 to 10)
  - Residential (page 7)
  - Commercial (page 8)
  - Parks and Open Space (pages 9-10)
- Zoning (Pages 11 and 12)
- Natural and Built Environment (pages 13 to 15)
  - Resource Protection Areas and Tree Cover (page 13)
  - FEMA Flood Hazard Areas (page 14)
  - Utilities (page 15)
- Transportation (pages 16 to 20)
  - Roadways (page 16)
  - Multimodal (page 17)
  - Parking (page 18)
  - Transportation Safety (pages 19 and 20)
- Insights (pages 21 to 23)

Plan Constraints and Considerations

Following an assessment of existing conditions, plan constraints and considerations are identified. These acknowledge aspects in the Small Area that limit the current strength of the hub, or that may present barriers to implementation and (re)development. Recommendations in the following section will aim to address these constraints and considerations through targeted interventions in policy or the built environment.

Where to learn more:

- Plan Constraints and Considerations (page 24 and 25)

Recommendations

Recommendations aim to further the Main Street Commons Mixed-Use Hub identity and focus areas, and address plan constraints and considerations. An Illustrative Plan locates identified interventions in the built environment within the area, and a Recommendations Matrix summarizes all recommendations by planning category, goal area, timeline, cost level, and possible partners and responsible entities for implementation. Each recommendation is then explored in greater detail, as organized by planning category.

Where to learn more:

- Illustrative Plan (page 26)
- Recommendations Matrix (pages 26 and 27)
- Recommendations (pages 28 to 49)
  - (Re)development (page 28)
  - Cultural Amenities (pages 29 to 34)
  - Housing (page 35)
  - Policy (pages 36 to 39)
  - Public Infrastructure and Utilities (pages 40 to 44)
  - Transportation (pages 45 to 48)

Figure 1: Main Street Commons Identity and Focus Areas



The Main Street Commons identity is a statement that establishes the shared idea for whom the Hub will be designed to serve, the types of experiences that residents, employers, and visitors should expect to have there, and the role that the Hub will have in emphasizing the civic, cultural and historic offering of the town. The focus areas of the Main Street Commons represent the key topics for, specific to this Hub, for which recommendations necessary to achieve this identity have been developed.

Existing Conditions

This Main Street Commons small area plan incorporates a comprehensive assessment of the Hub's current characteristics, opportunities, and challenges. By examining the policies and recommendations (i.e. land use and zoning), the physical and natural infrastructure (transportation networks, housing, environmental resources, and public facilities), and the current commercial and economic activity, the plan establishes a baseline understanding of how the area functions today and the specific gaps or needs that warrant a response.

Identity

Main Street Commons is the heart of Dumfries, showcasing the town's historic and cultural offerings. As a vibrant, walkable, bikeable, and livable downtown, 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
- Civic core/professional center ("office over retail")
- Height emphasis – this should be a "taller" part of town
- Events
- Pedestrian experience
- Parking

Character

Main Street Commons is Dumfries' historic core and is home to some of the town's most historic landmarks. It falls within the town boundaries set in the original charter for Dumfries, which is designated as the town's historic Overlay District today. Aligned with its history as the town's center, Main Street Commons also serves as Dumfries' civic heart, hosting key town facilities such as Dumfries Town Hall, Police Department, and Community Center. These facilities, along with neighborhood parks and businesses along Main Street and proximity to Dumfries Elementary School, make Main Street Commons a hub for community activity.

Points of Interest

Figure 2 shows nearby points of interest including civic, cultural, and historic establishments as well as neighborhood parks and access to The Rose Gaming Resort, a large entertainment destination for the surrounding area.

1. **Town Hall**
2. **Town of Dumfries Police Department**
3. **Dumfries Community Center**
4. **Cecil W. Garrison Park**
5. **Williams Ordinary Historic Site**
6. **Weems-Botts Museum and Annex**
7. **Merchant Park**
8. **Dumfries Elementary School**
9. **Badr Community Center of Dumfries**
10. **Spirit of Truth Deliverance COGIC**
11. **Dumfries United Methodist Church**
12. **Entryway to The Rose Casino**

Figure 2: Points of Interest



Land Use

The land uses by area in Main Street Commons are distributed primarily among residential uses (32%), commercial uses (25%), unused open space (18%), and parks (13%), as shown in Figure 3. Other land uses include institutional parcels and parcels that have been reserved for the right of way needed for the Route 1 Road Widening project.

Figure 3: Existing Land Use

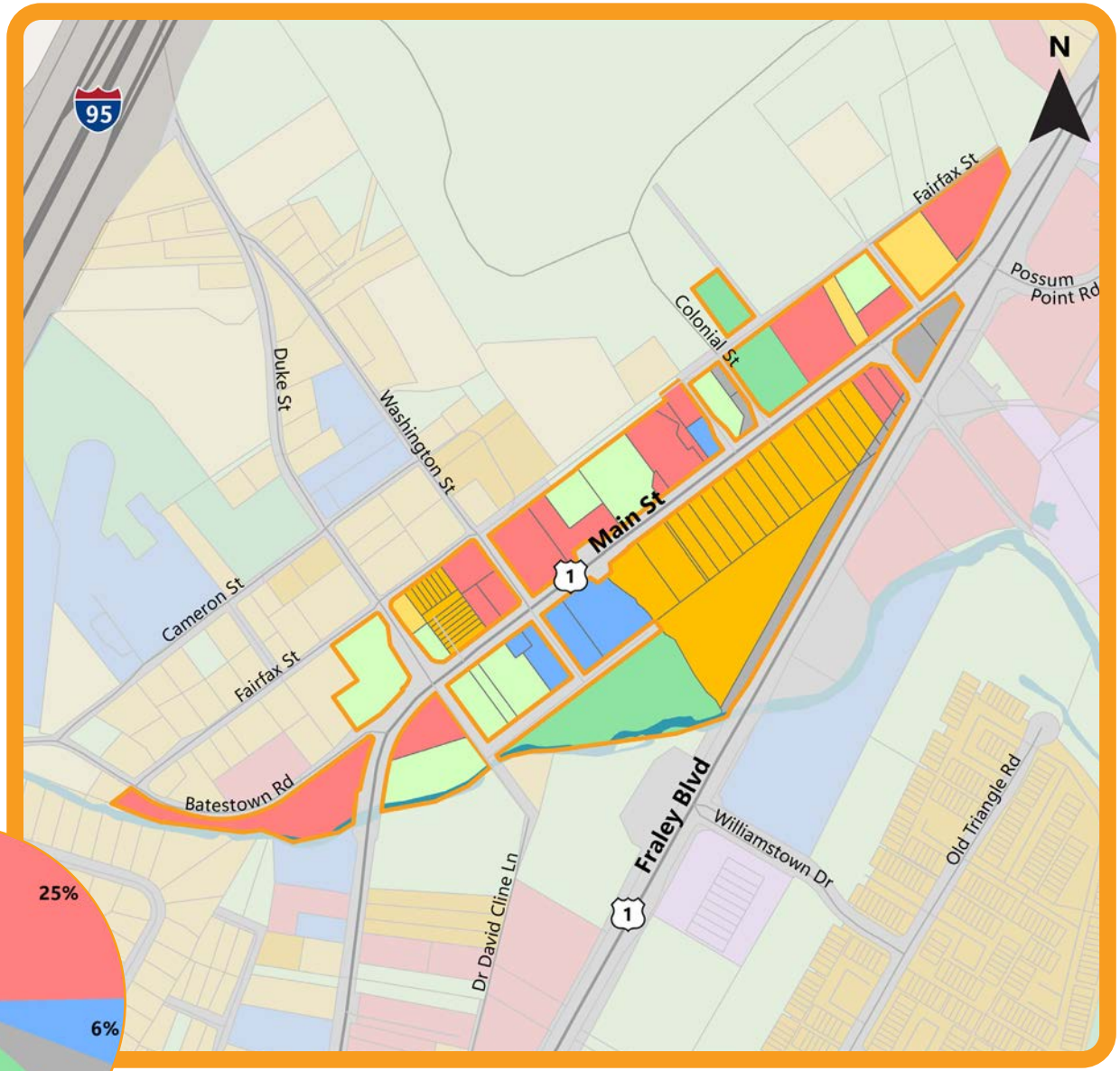
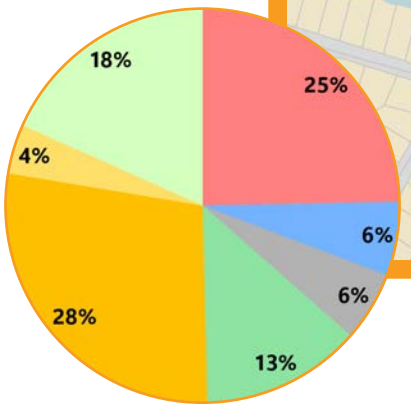


Figure 4: Existing Land Use by Percentage

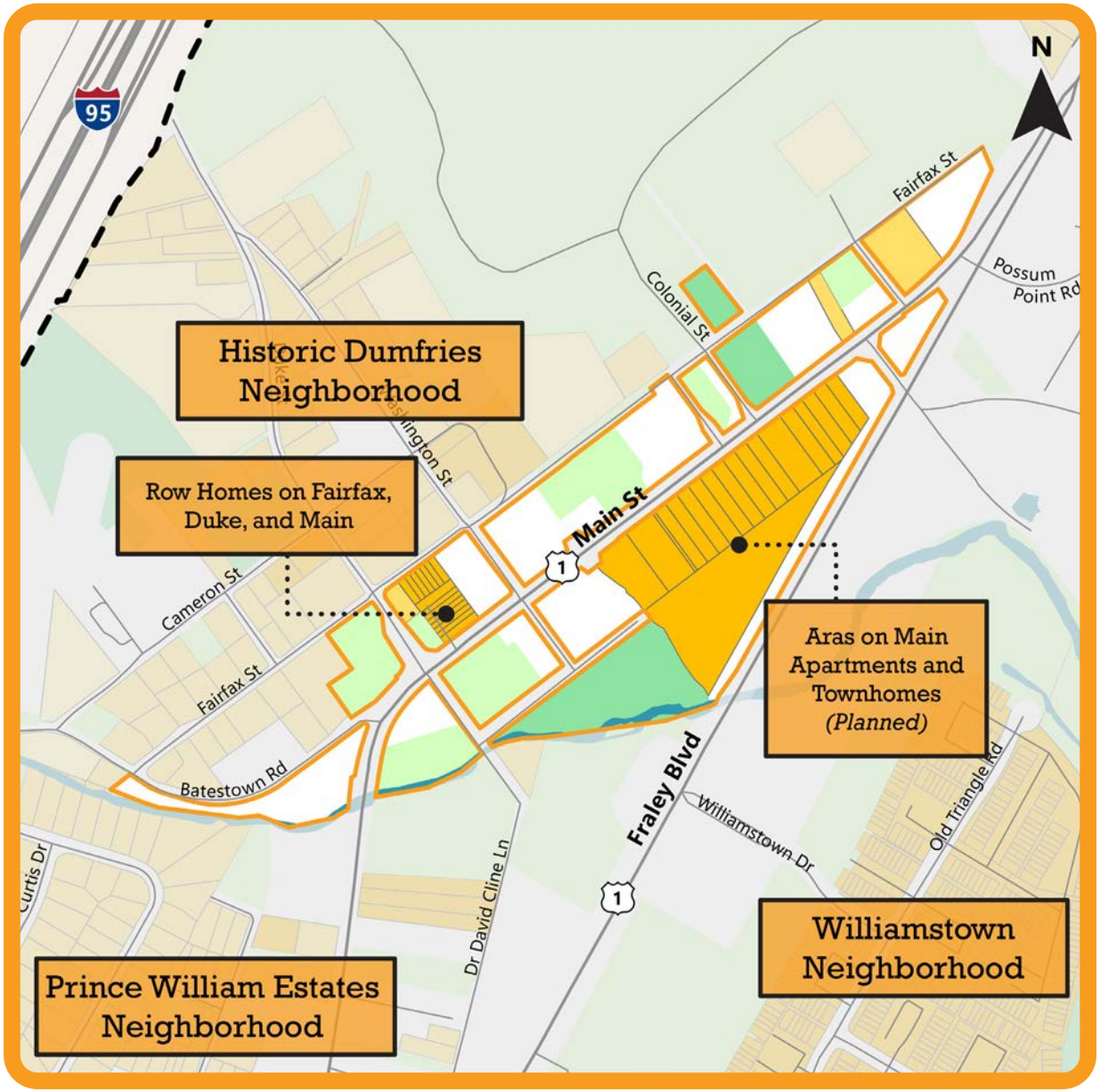


Residential

The most prominent land use in Main Street Commons is residential. The Row Homes on Fairfax, Duke, and Main are the only existing high-density residential development in the Main Street Commons area, with a total of 15 single-family row homes. The other residential parcels in the area contain single-family homes.

A recent rezoning has converted a significant area between Main Street and Fraley Boulevard to a Planned Mixed-Use District. This rezoning will support the planned Aras on Main development, a 274-unit residential development sited in the roughly 10 acres between the Town Hall complex and the northern divergence of Main Street and Fraley Boulevard. Once constructed, this development will occupy a significant amount of area near the northern entrance to Main Street Commons, enough to define a first impression of the Small Area.

Figure 5: Main Street Commons Residential Areas



Commercial

There are 12 commercial parcels in Main Street Commons Figure xx, including the Liberty Village Professional Center which houses 9 different businesses. A total of 20 businesses of various types currently operate in the Main Street Commons.

Most of the commercial properties are located on the west side of Main Street. Each existing commercial property is fronted by or reserves ample space for parking, reinforcing the auto-oriented "urban form" of the Hub.

- (A) **A&M Mechanic and Tire Service**
- (B) **Tasty Kabob Plus**
- (C) **Unique II Barber Shop**
- (D) **Pooch Perfect Pet Spa**
- (E) **Outdoor Showcase**
- (F) **JC Warehouse**
- (G) **G&G Auto Repairs**
- (H) **C&R Carpentry**
- (I) **Cropper's Auto Care**
- (J) **Mason Jar Thrift Store**
- (K) **Liberty Village Professional Center**
- (L) **Ms. Laura's Daycare / Salon Colour**

Vincent & Vincent Salon and Spa
Complete Choice Counseling
Light as Air Lashes
Farmers Insurance - Glazabal Insurance Services
Norva Medical Billing
Optometrist - Dr. Jeffrey I. Wynn
Communication Systems Inc.
Dumfries Pediatrics
Zhu Orthodontics

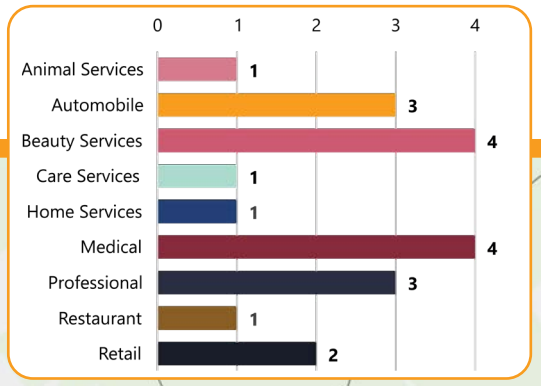


Figure 6: Commercial Uses by Type

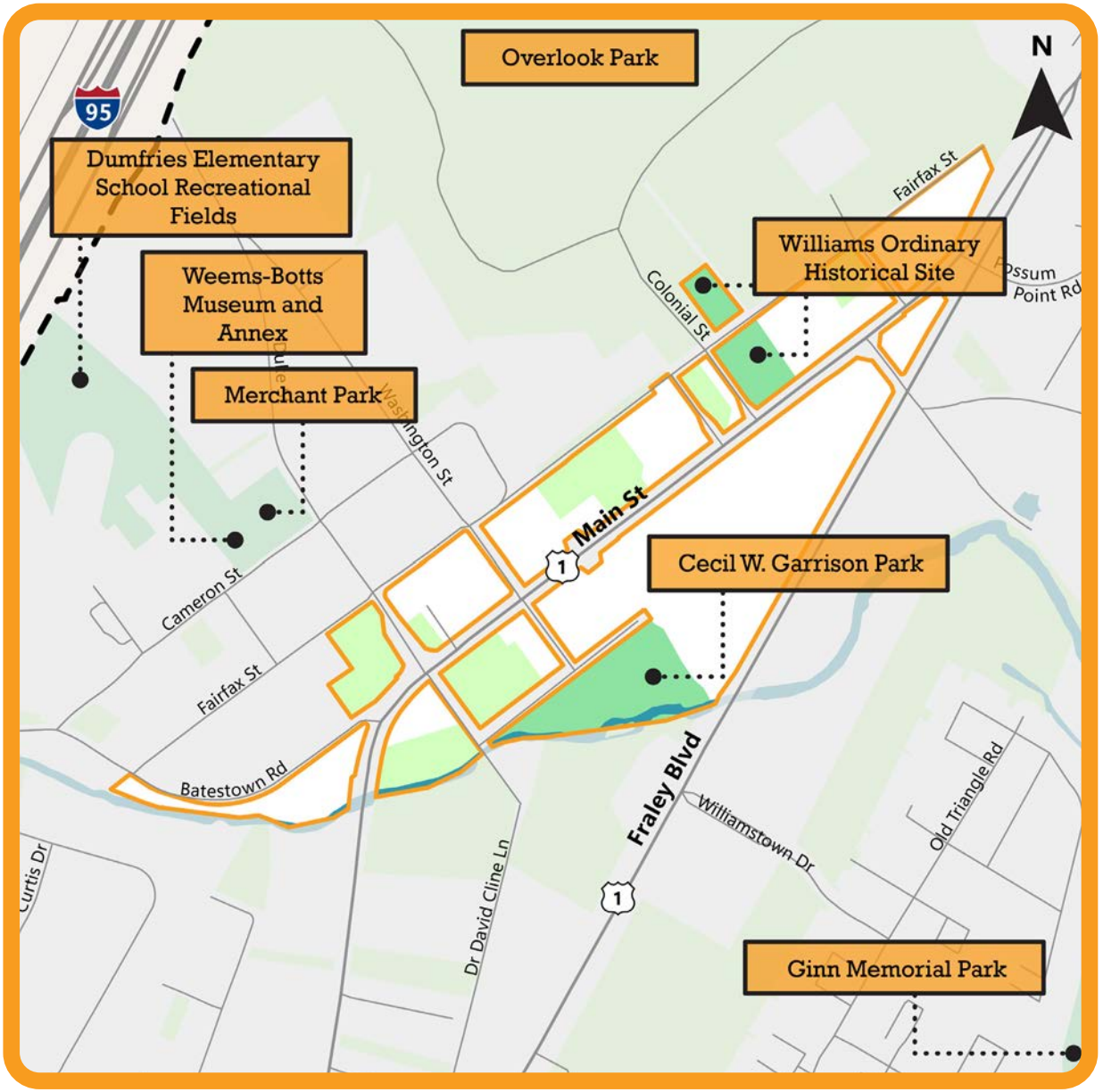
Figure 7: Main Street Commons Commercial Parcels Parks and Open Space

Parks and Open Space

Figure 7 shows the existing parks and open space in the Main Street Commons area. Cecil W. Garrison Park is located near Town Hall and the Williams Ordinary Historical Site is located near the entrance to Overlook Park and The Rose Gaming Resort.

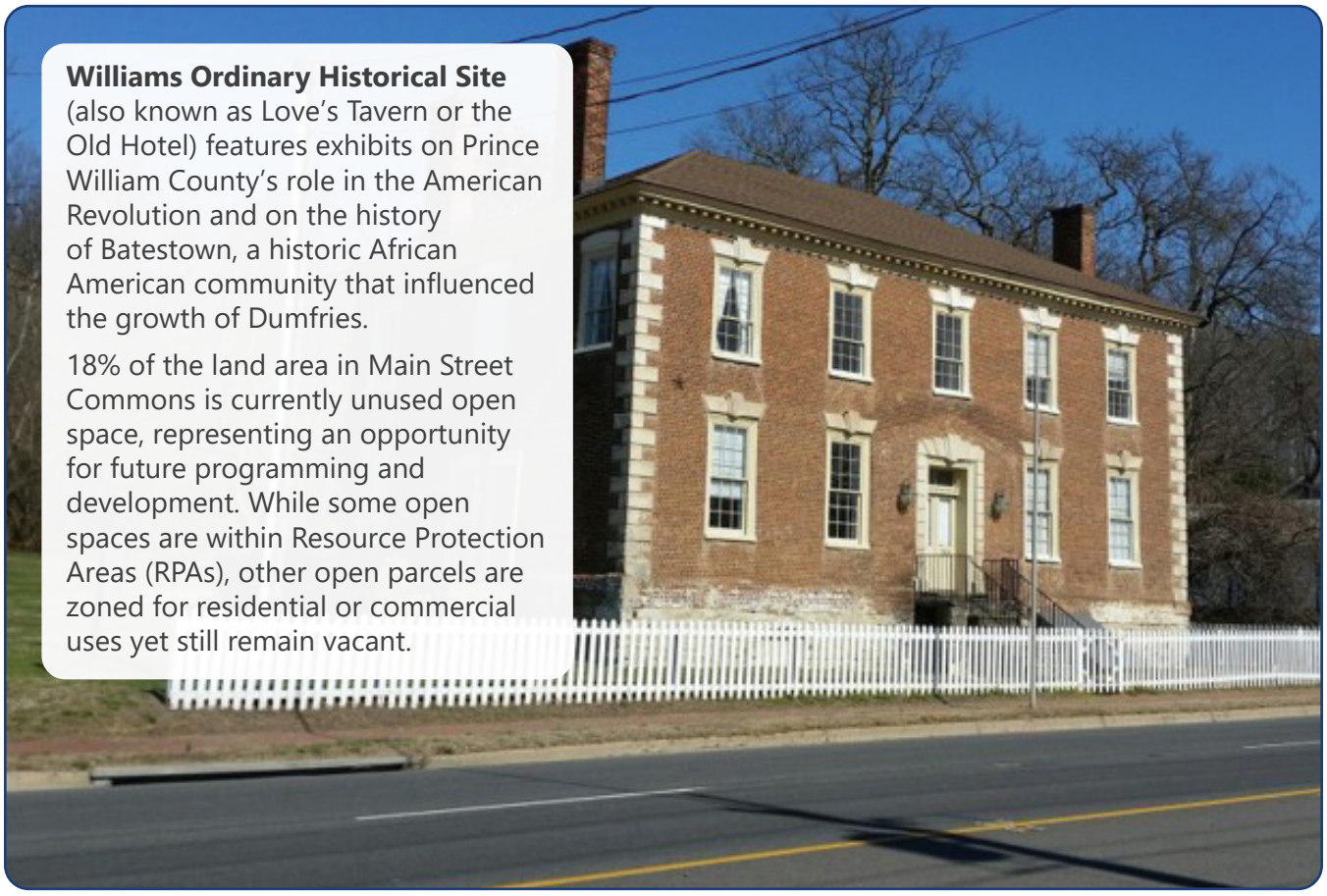
Merchant Park, the Weems-Botts Museum and Annex, and the Dumfries Elementary School Recreational Fields are just outside the Main Street Commons area.

Figure 8: Parks and Open Space





Cecil W. Garrison Park is adjacent to the Dumfries Town Hall Complex and Police Department. This park provides a setting for many community events, including movie nights, the annual Fall Festival, and the Town's Summer Concert Series.



Williams Ordinary Historical Site (also known as Love's Tavern or the Old Hotel) features exhibits on Prince William County's role in the American Revolution and on the history of Batestown, a historic African American community that influenced the growth of Dumfries.

18% of the land area in Main Street Commons is currently unused open space, representing an opportunity for future programming and development. While some open spaces are within Resource Protection Areas (RPAs), other open parcels are zoned for residential or commercial uses yet still remain vacant.

Zoning

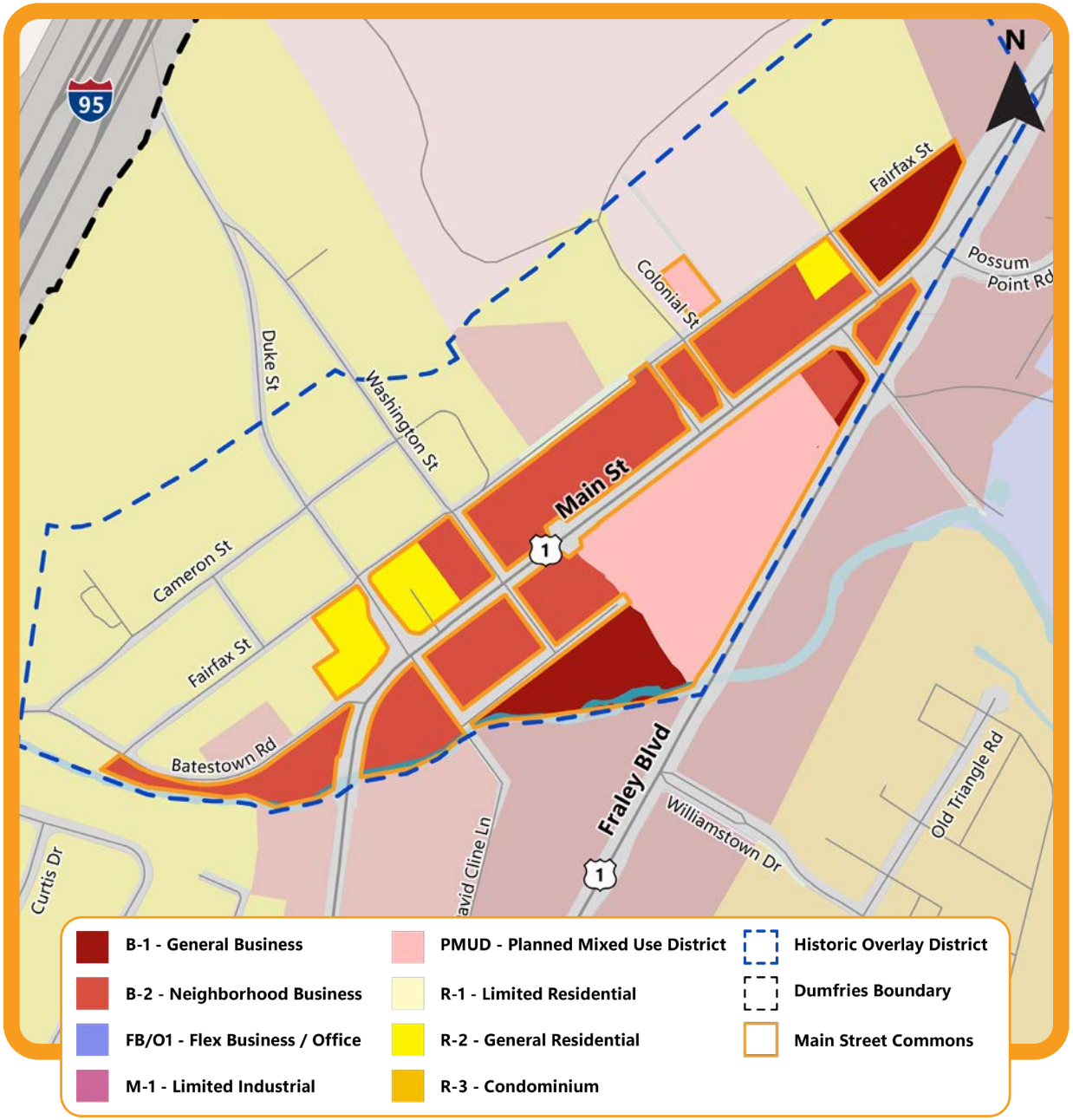
In Dumfries' current zoning map (Figure 8), five zoning districts are applicable to the parcels of Main Street Commons:

B-1 – General Business: Intended for a wide variety of commercial and miscellaneous service activities, generally serving a wide area and located along existing major thoroughfares. Uses should not be industrial. B-1 parcels in Main Street Commons are adjacent to Fraley Boulevard. An interesting outlier within Main Street Commons zoning is Cecil W. Garrison Park, which is zoned as B-1 to accommodate an adjacent parking lot.

B-2 – Neighborhood Business: Intended to provide a limited range of business uses to serve public need at the neighborhood level, encouraging comfort for pedestrians and bicyclists to create a sense of community character.

PMUD – Planned Mixed Use District: Intended to permit and encourage the development of varied housing types that incorporate public and commercial services. PMUD's usually require submittal of a master zoning plan to ensure cohesion within the development and with surrounding uses. This designation offers developers more flexibility than other residential designations and promotes efficient use of land by allowing a compatible mix of land uses on a single parcel or group of parcels. Two parcels within the Main Street Commons area have

Figure 9: Main Street Commons Current Zoning



the PMUD designation. One encompasses a large area adjacent to Town Hall and Cecil W. Garrison Park and is the site of the Aras on Main planned residential development, intended to include a mix of apartments and townhomes. The other PMUD-designated parcel is part of the Williams Ordinary Historical Site, which is located within the larger Rose Gaming Resort PMUD north of Main Street Commons.

R-2 – General Residential: Encompasses medium-density residential areas. This zoning designation is designed to stabilize, protect, and promote a suitable environment for families who desire quiet homesites. Three parcels in Main Street Commons have a General Residential designation. These are located either off Main Street or towards the center of Main Street in the heart of Dumfries' historic street grid. This zoning district includes parcels from Main Street into an adjacent residential area that also includes Dumfries Elementary School and Merchants Park.

Historic Overlay District: The entirety of Main Street Commons is located within Dumfries' Historic Overlay District, designed to preserve and maintain the historic character and architectural significance of Dumfries. A town architectural review board and historical committee advise on the area. Regulations within the area are intended to protect against deterioration or encroachment upon areas or structures of significance, while encouraging uses and structures that preserve and enhance the character of the area. The current Historic Overlay District includes the town boundaries in the original town charter for Dumfries, with the exclusion of the originally designated area east of Fraley Boulevard.

Market Study Insights

Main Street Commons is anchored by important town facilities, historic landmarks, and parks, presenting an opportunity to create an attractive destination for residents and visitors. The area's central location makes it an ideal location to deliver higher-density rental housing. Increased housing density, supported by an improved walkable environment along Main Street would be attractive to ground-floor commercial and retail tenants. As Main Street Commons transforms into a vibrant, walkable, bikeable, and livable downtown through the realization of this small area plan, it could grow to support more lifestyle-driven development such as small-scale condominiums or a boutique-style hotel along Main Street.

Natural and Built Environment

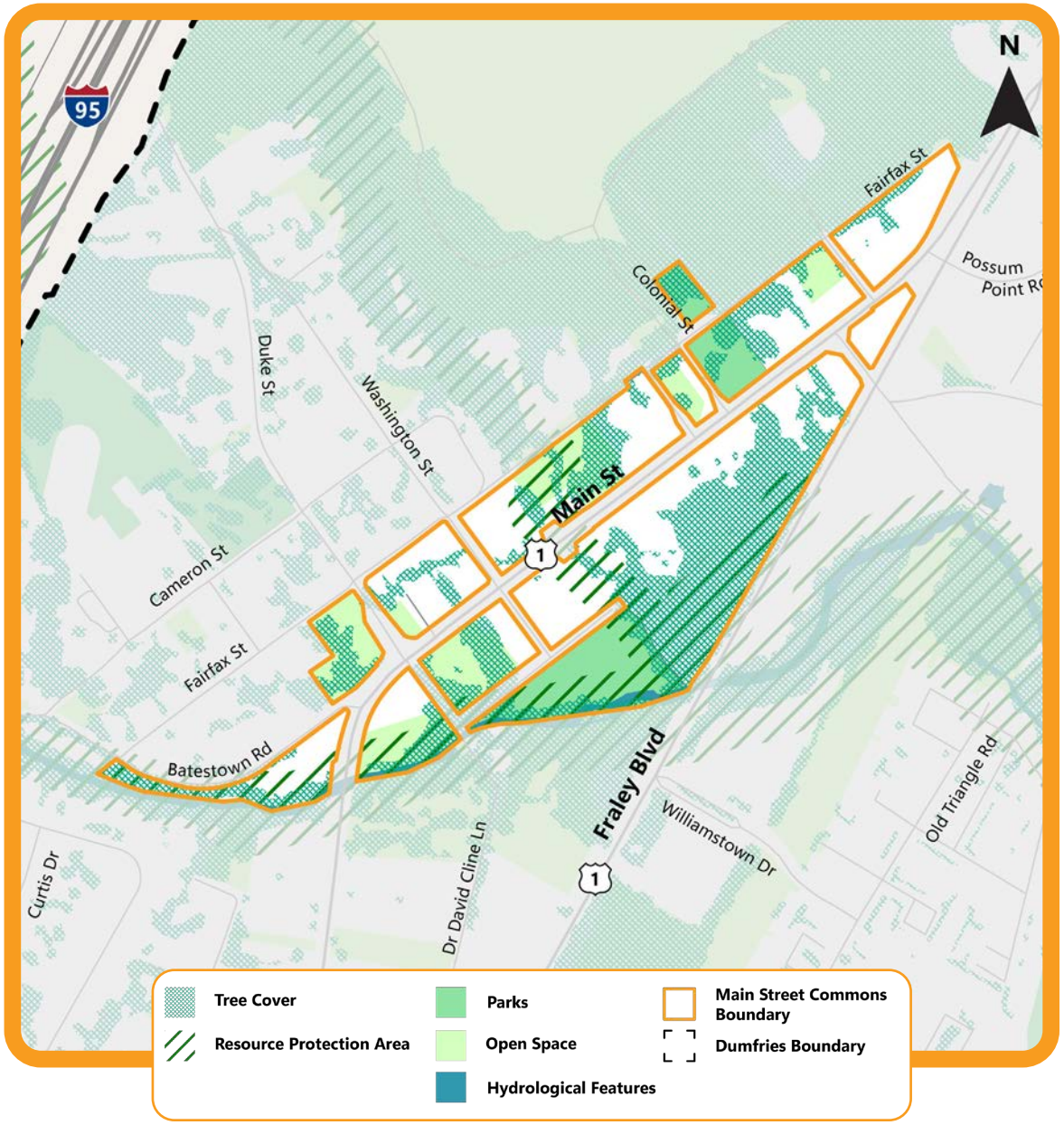
Resource Protection Areas and Tree Cover

Dumfries is located within the Quantico Creek Watershed, which is a part of the larger Chesapeake Bay Watershed. The Town has adopted the Chesapeake Bay Preservation Act as part of its commitment to protecting the Bay. This act established RPAs, which include the land area "within 100 feet of a perennial stream bank or edge of wetlands adjacent to the stream" that serve as the last line of defense for the Bay's water quality by stabilizing stream banks, filtering pollutants, reducing stormwater runoff, and providing habitat for wildlife.

As shown in Figure 10, Main Street Commons contains RPAs around Quantico Creek and adjacent wetlands. RPAs are protected under state law and local ordinances. In general, no development, land disturbance, or vegetation removal is allowed within an RPA. Restrictions on clearing trees and vegetation within RPAs have helped preserve tree cover in these areas.

Existing tree cover in the Main Street Commons area is also shown in Figure X. The largest area of tree cover is being greatly reduced with the addition of the Aras on Main residential development. Most of the remaining tree cover in the Main Street Commons area exists in parks or open space parcels, with some delineating property lines as well. Urban street trees are currently missing along Main Street, which diminishes the pedestrian experience.

Figure 10: Resource Protection Areas and Tree Cover



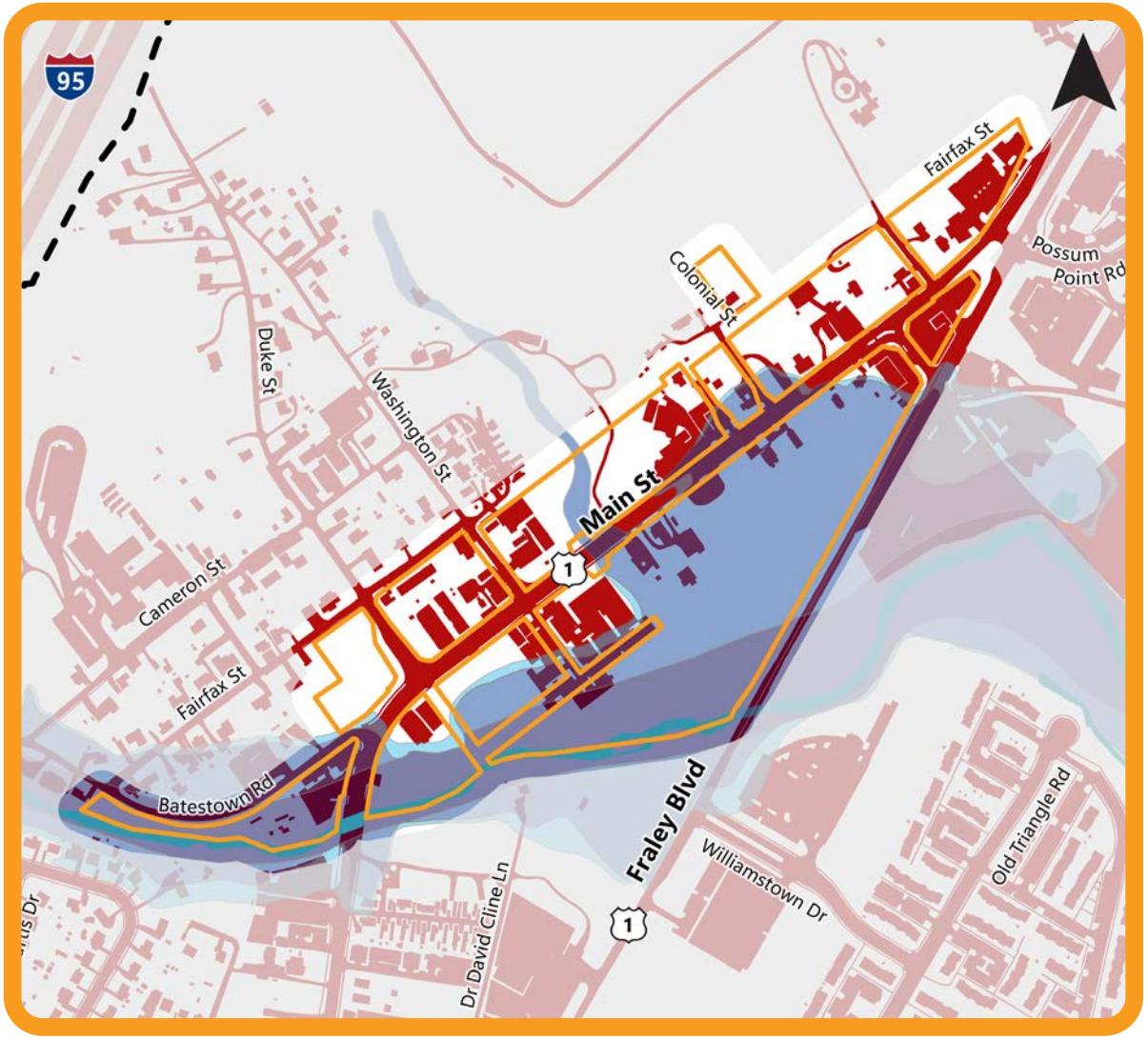
FEMA Flood Hazard Areas

Quantico Creek also poses a flood hazard for key areas in Main Street Commons. Federal Emergency Management Agency (FEMA) Flood Hazard Areas identify areas that have elevated risk of flooding. Figure 11 shows the Flood Hazard Areas in Main Street Commons, and descriptions of these designations are included below.

100-year Flood Hazard Areas cover a considerable amount of land in Main Street Commons, which is especially relevant given the presence of key town sites and planned high-density residential development in the Small Area. In recent years, flash flooding has at times closed parts of Main Street (Route 1) to vehicles. Developers of the Aras on Main development had to obtain a Conditional Letter of Map Revision (CLOMR) for construction on the site.

In early 2026, the Town of Dumfries secured $1.2 million in federal funding to support drainage infrastructure upgrades and streambank stabilization to reduce flooding and protect nearby properties along Quantico Creek, while limiting sediment and nutrient runoff into the Chesapeake Bay watershed. [(ICYMI: Vindman Delivers $1,200,000 in Federal Funding for Quantico Creek Flood Mitigation project | Representative Eugene Vindman)]

Figure 11: FEMA Flood Hazard Areas



Impervious Surface: These are areas with hard, water-resistant land covers that prevent rainfall from being absorbed. Rooftops, asphalt, and concrete are all impervious surfaces.

Regulatory Floodway: These are areas that must be kept free of major development or obstructions so floodwaters can flow freely and safely in the event of a flood.

100-Year Flood Hazard Area: These are areas that have a 1% chance of flooding to an equal or greater degree in any given year (or about a 1 in 100 chance of occurrence each year).

500-Year Flood Hazard Area: These are areas that have a 1 in 500 chance of flooding to an equal or greater degree in any given year.

Utilities

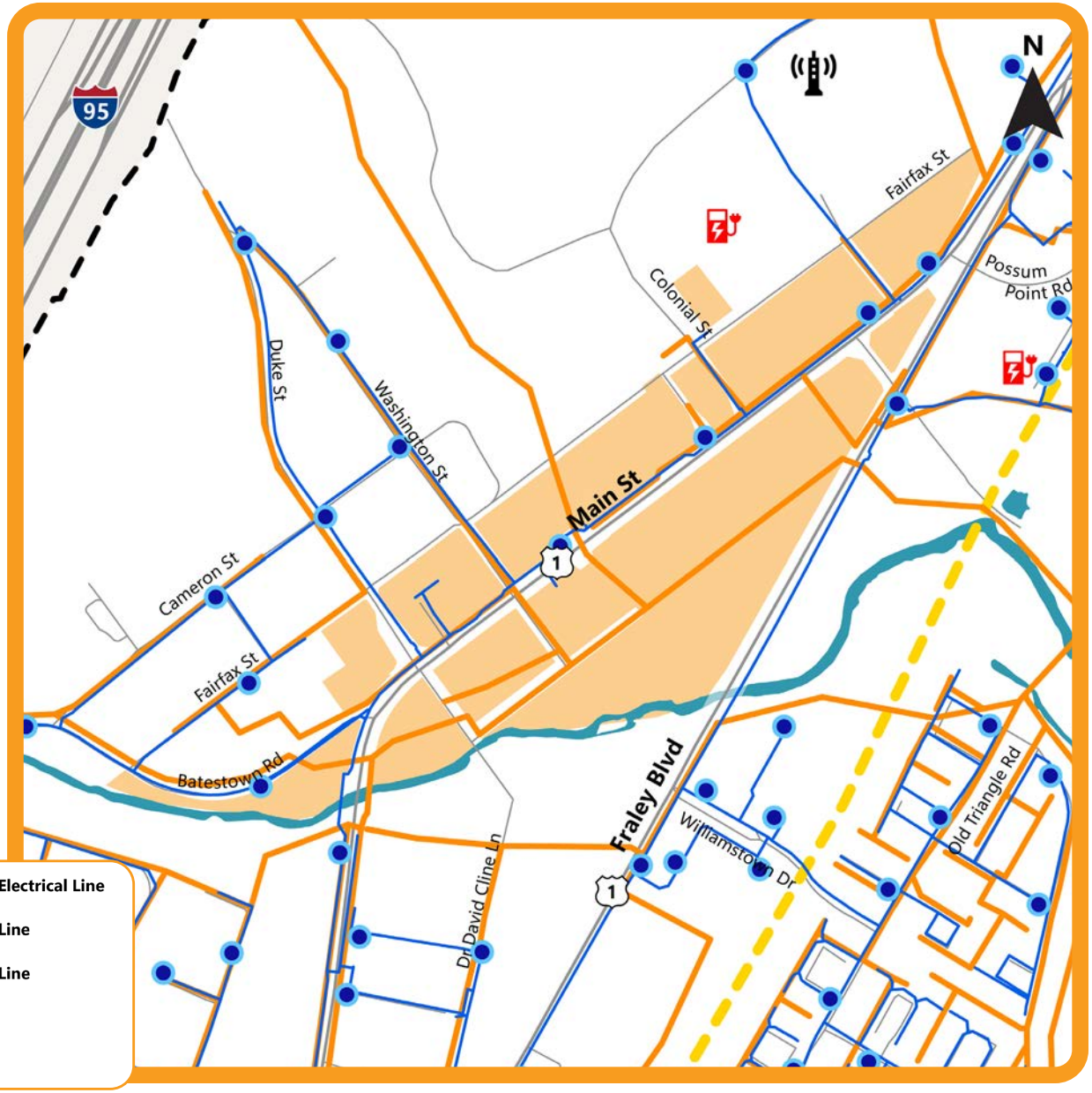
Figure 12 shows existing utilities within and surrounding the Main Street Commons area, which is reasonably well-serviced by existing public water and sewer lines as well as a nearby high voltage transmission line that provides electrical power to Dumfries. Ongoing and future developments, such as the Aras Apartments and Townhomes on Main, may require extensions to or assessments of the capacity of existing water and sewer lines.

The following utility companies provide utility services to the Town of Dumfries:

Electricity: Dominion Energy is responsible for providing electricity. Notably, they operate a power station located at the end of Possum Point Road. Several High Voltage Transmission Lines (150kV or greater) are powered by this power station, including the one that runs through Dumfries.

Water and Sewer: Prince William Water (PWW) provides water and sewer utility services to the Town of Dumfries. PWW was chartered by the county and state to run as an independent agency.

Figure 12: Main Street Commons Existing Utilities



Transportation

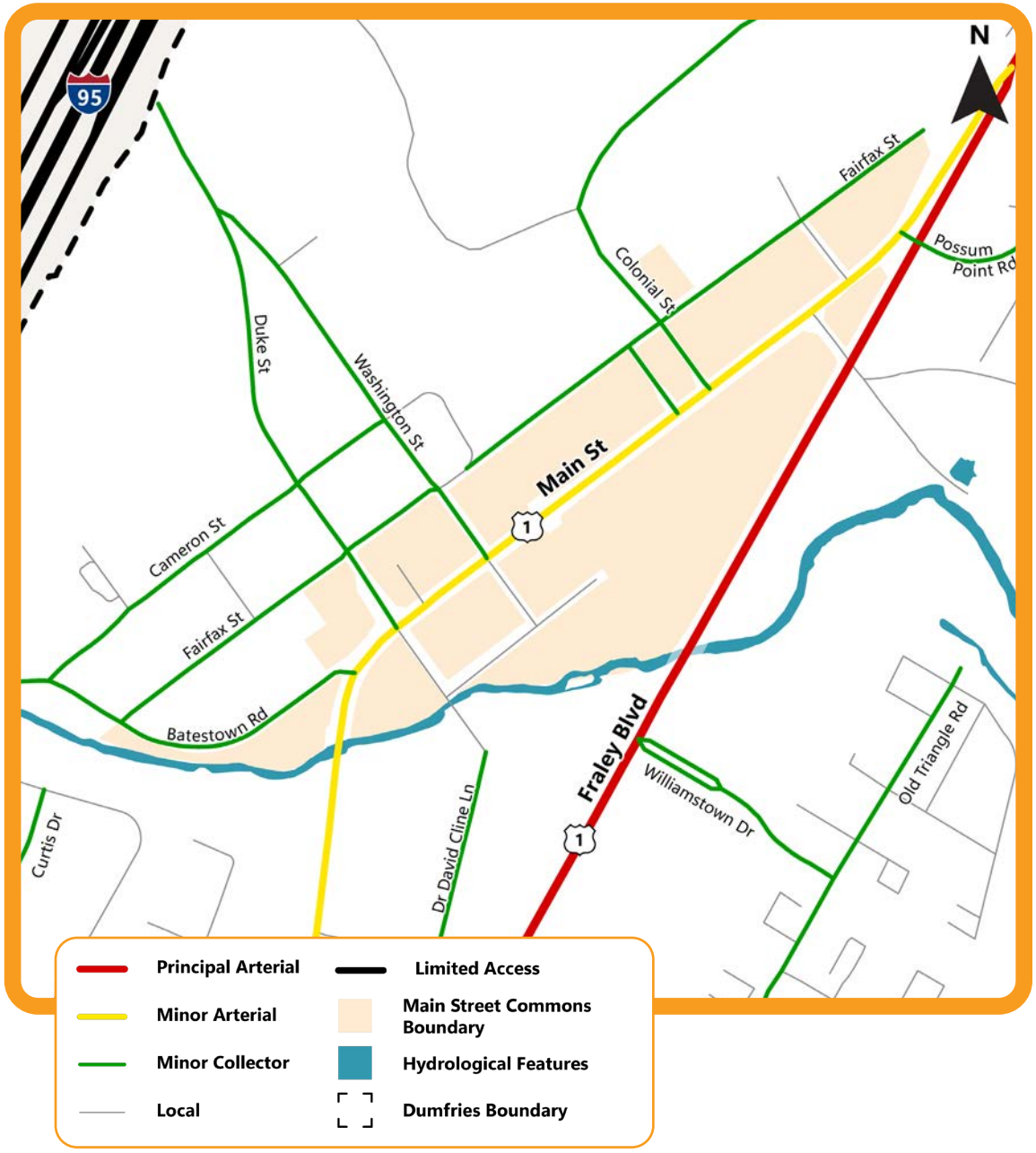
Roadways

Main Street Commons is bordered by two arterial roads, Fraley Boulevard (Route 1 Northbound) and Main Street (Route 1 Southbound), shown in Figure 13. Route 1 is a principal arterial road that runs parallel to I-95. When I-95 experiences capacity issues due to crashes or incidents or reoccurring delay, Route 1 is often used as an alternate route for drivers, causing high congestion through the Town of Dumfries.

Recent ADT estimates by section suggest that between 10,000 to 14,000 vehicles travel northbound on Fraley Boulevard each day. 16,000 vehicles per day travel along the bidirectional segment of Main Street and 10,000 vehicles per day travel along the one-way southbound segment of Main Street. In 2042, ADT is projected to increase to 69,000 vehicles traveling north and south along the widened and bidirectional Route 1 each day.

When the Fraley Boulevard Widening is completed (estimated to be 2031), the Town will assume ownership of the Main Street right-of-way. This will allow Main Street to serve primarily neighborhood-based trips while creating a more comfortable environment for pedestrians and cyclists to access local destinations. Additionally, the southern end of Main Street near Quantico Gateway Drive is envisioned to be converted to a cul-de-sac, closing connections to both Quantico Gateway Drive and Fraley Boulevard. The road widening project will also add a sidewalk and shared-use path along Fraley Boulevard, creating greater multimodal access to the Town's main north-south corridor.

Figure 13: Roadways



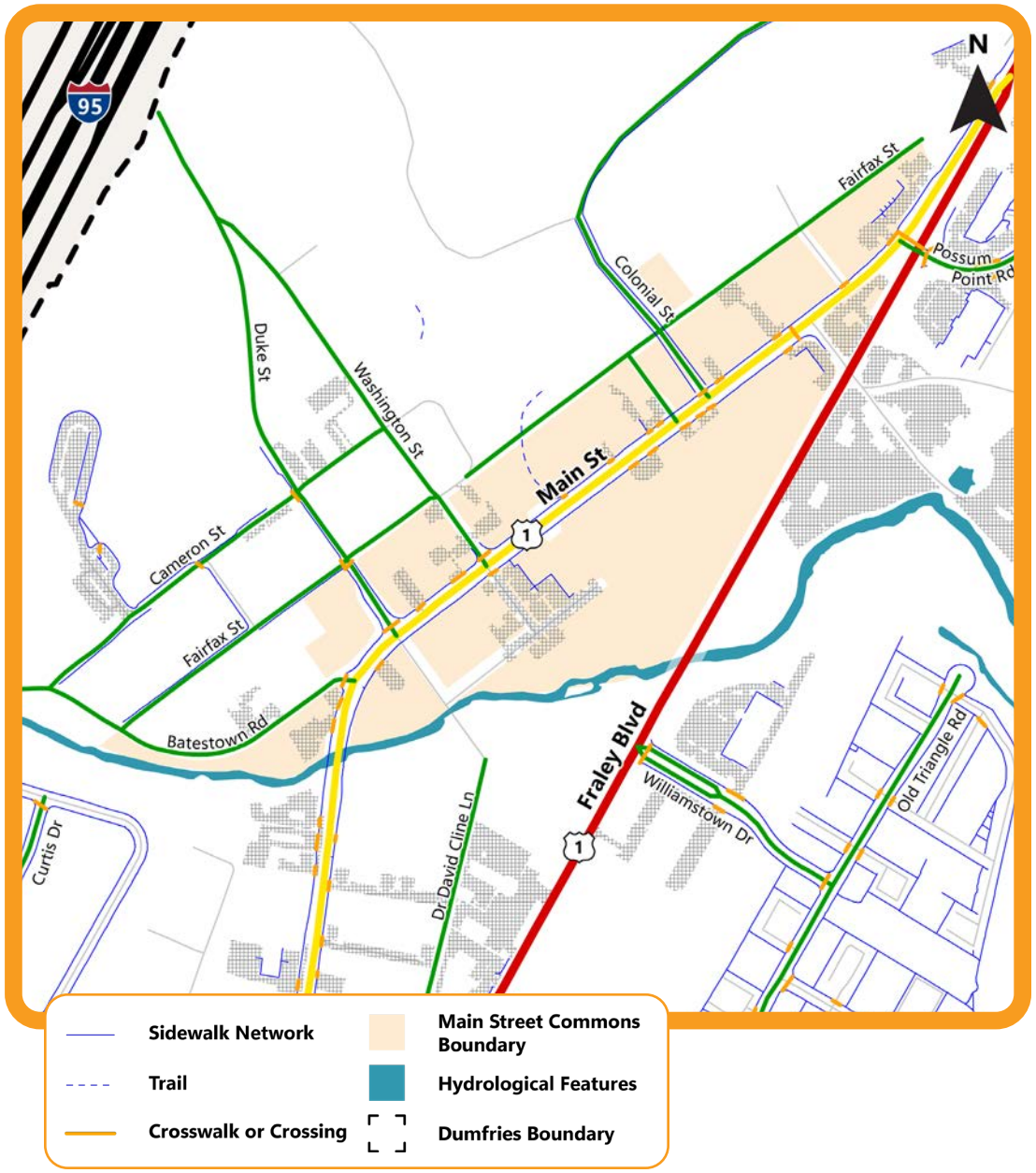
Multimodal Transportation

Figure 14 shows existing multimodal facilities in the Main Street Commons area. While sidewalks run along Main Street and extend into adjacent areas, pedestrians have few opportunities to cross Main Street, with the only crosswalk at Canal Road on the far eastern end of the Small Area. This creates a barrier to access and connectivity for pedestrians traveling within the Small Area. Although the Main Street right-of-way will not turn over to the Town until the Route 1 Road Widening project is complete, East-West pedestrian connections across Main Street and into adjacent residential areas are a high priority to define the Small Area as a unified walkable environment and to create the necessary foot traffic to sustain ground floor retail.

The intersection of Main Street and Washington Street currently has no crosswalk across Main Street, and sidewalks are missing along Washington Street. Additional sidewalks and improvements, such as a high-visibility crosswalk or signalized crossing, would allow visitors and residents who park at the Town Hall Complex and the Garrison Park parking lot to safely cross the street and access to establishments on the other side of the road, including commercial businesses, Dumfries Elementary School, the Weems-Botts Museum, Merchant Park, or Overlook Park.

Another key gap in the multimodal network is the lack of pedestrian connection between Fraley Boulevard and Main Street, and the lack of available crossing of Fraley Boulevard for residents to the east.

Figure 14: Multimodal Transportation

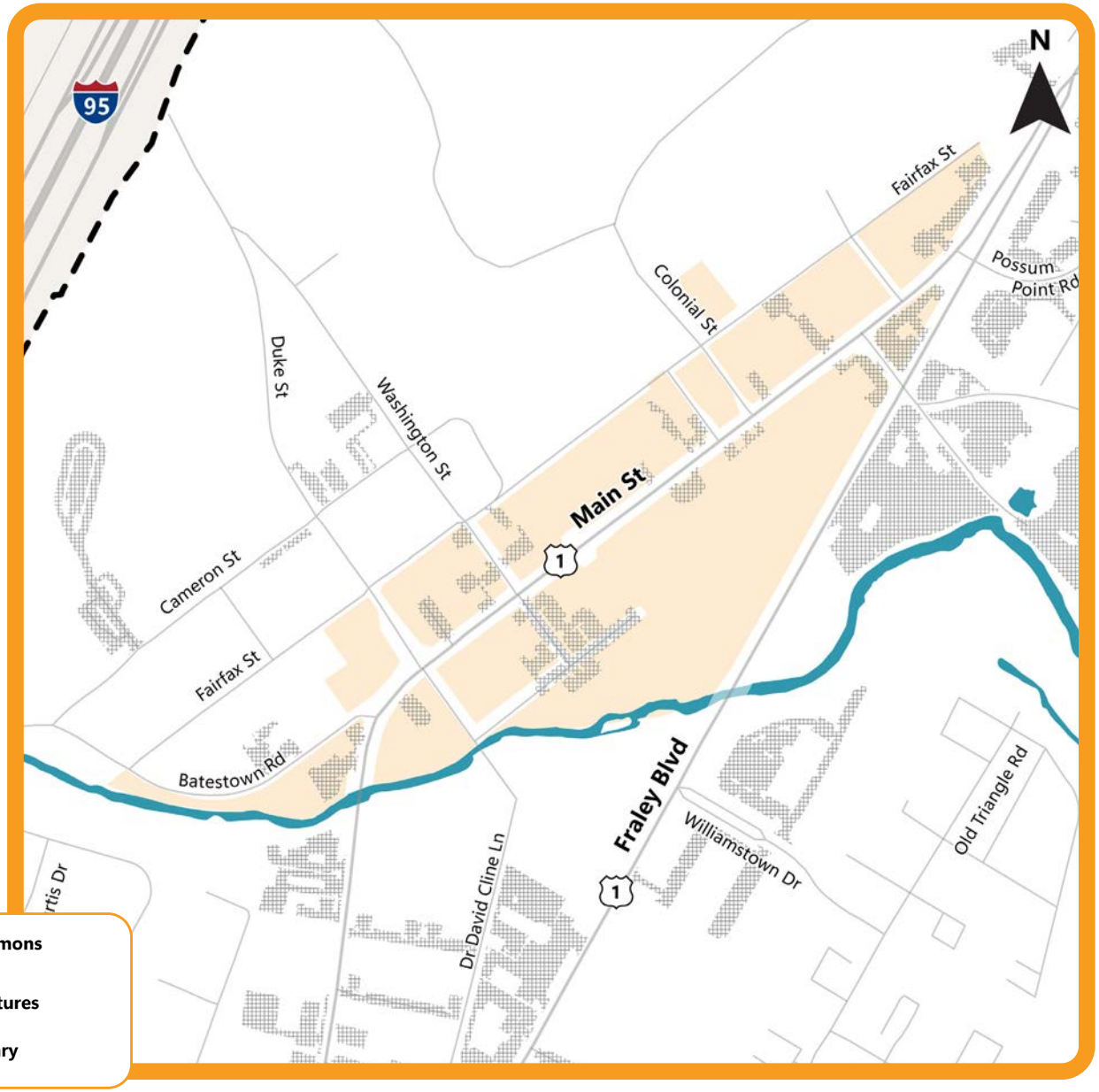


Parking

Parking lots in the Main Street Commons area are shown in Figure 15. One of the main public parking lots in the Town of Dumfries is in the Main Street Commons area, located between the Dumfries Police Department, Town Hall, and Cecil W. Garrison Park. This public outdoor parking lot has approximately 165 parking spaces. Other parking lots in the area serve private commercial businesses.

Currently, no on-street parking is available in the Main Street Commons area. However, on-street parking may be introduced in the area when the Town assumes the Main Street right-of-way, per the recommendations and visualizations in the Planned Main Street District Pattern Book. The length of the Main Street right-of-way within the Main Street Commons area is approximately 2,600 feet, with four travel lanes. This presents an opportunity to rebalance the public right-of-way to provide on-street parking. If paired with other multimodal and streetscape improvements, on-street parking could improve local access and encourage community and visitor activity within Main Street Commons.

Figure 15: Parking



Transportation Safety

Figure 14 shows the location and severity of crashes that have occurred in the Main Street Commons since 2017. Figure 1 quantifies the total number of crashes by severity. Of the 288 recorded vehicle crash incidents in the town during this period, 45 crashes (16.0%) have occurred in the Main Street Commons area. According to the study, 22 of these crashes (48.9%) resulted in injuries. Only one recorded crash incident involved a bicyclist, and none involved pedestrians. This may be due to the presence of sidewalks along Main Street combined with relatively few pedestrians.

Figure 16: Crash Severity (since 2017)

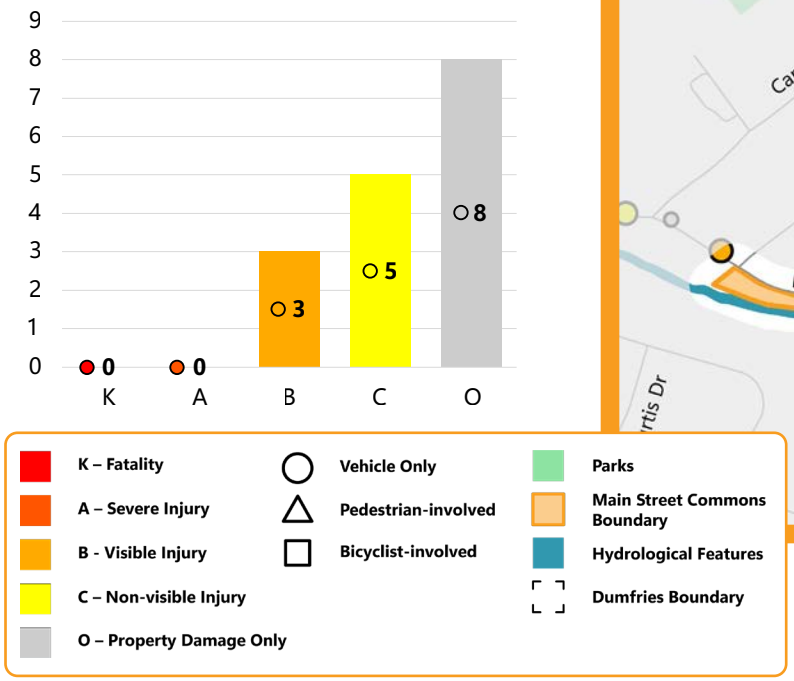
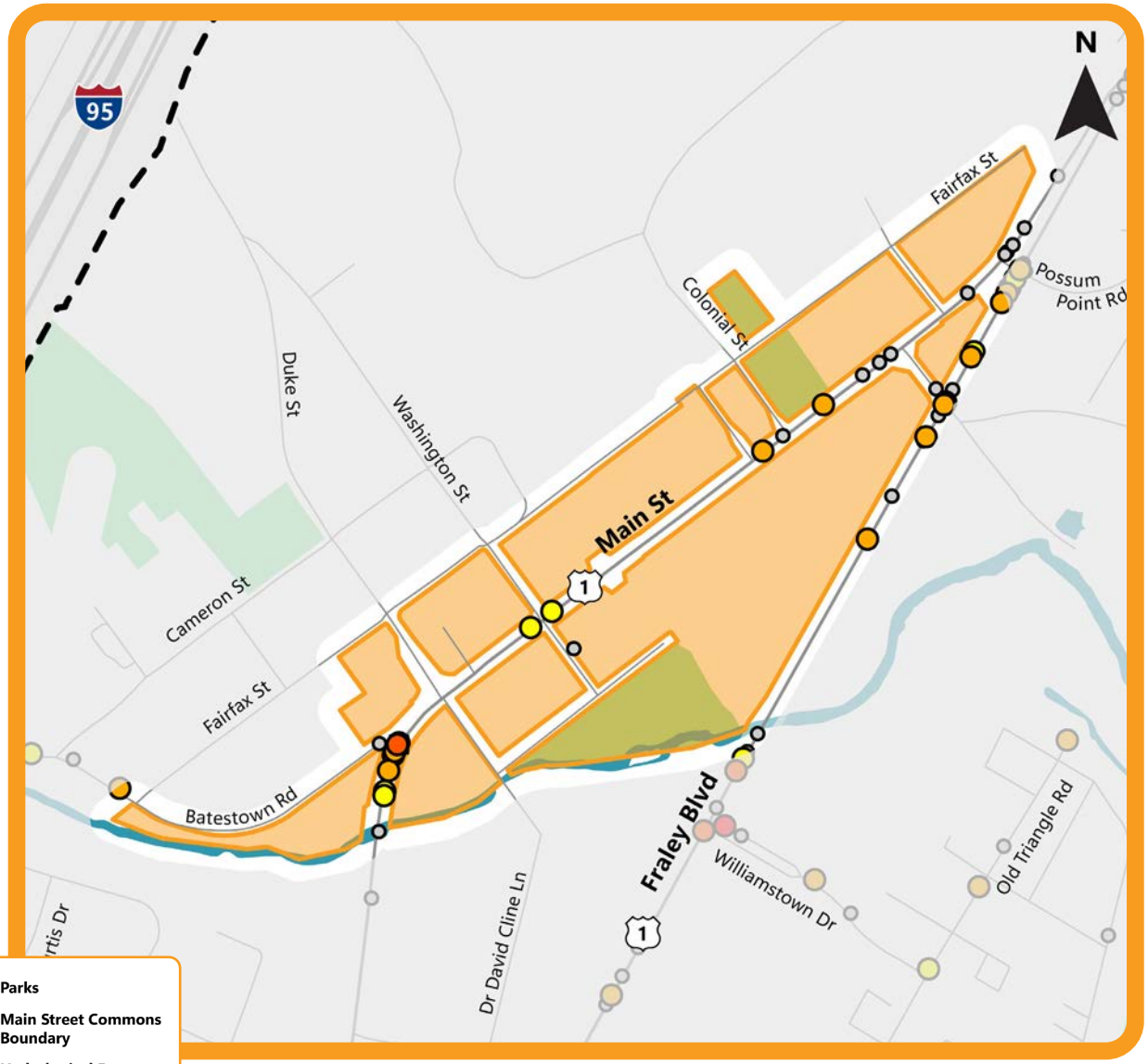


Figure 17: Crash Locations (2017-present)



There was also a large number of crashes at or near the Batestown Road intersection with Main Street. This is a one-way stop-controlled intersection with a stop sign at the Batestown Road approach. Vehicles from Batestown Road must turn onto Main Street with four lanes of traffic. This factor, combined with the adjacent access points to business parking lots, presents a notable safety risk for users.

This forecasted shift in traffic from Main Street to Route 1, paired with coordinated efforts to facilitate safe interactions between pedestrians, bicyclists, and drivers at key conflict points, could create a walkable, bikeable, and livable downtown corridor.



Existing Conditions Insights

The following insights, grounded in the existing conditions, highlight opportunities to strengthen and enhance the Hub while building upon its unique character and identity. Together with stakeholder input and community feedback, these insights provide the foundation for the small area plan recommendations and future investment strategies.



How We Live

The character of Main Street Commons is shaped by the presence of key town landmarks including Dumfries Town Hall, Police Department, the Town Community Center, Cecil W. Garrison Park, and the Williams Ordinary Historic Site. With its historic significance and community destinations, Main Street Commons can develop into a civic core that showcases the Town's history, celebrates its culture, and provides vibrant, pedestrian-oriented public spaces. Main Street's central location positions it as the ideal hub for informal or programmed community gatherings. More third spaces along Main Street can serve as the societal glue for an increased sense of belonging.

While there is limited existing housing in this Hub, the planned Aras on Main development could bring a significant increase in population and overall activity along Main Street. As the Hub attracts more residents and visitors, the town will need to invest in enhanced lighting and public space amenities to improve safety along the Main Street corridor and support its evolution into a vibrant activity center.

Main Street Commons may be best suited to support multifamily rental housing, limited for-sale and built-for-rent town homes, as well as transitional uses such as smaller scale condominiums. The synergy of the civic, historic, and culture core may also create a unique backdrop that could make a boutique hotel or performing arts center a successful addition to this Hub.



How We Move

The Main Street Commons area does important work in shaping Dumfries' vision to be a walkable, accessible, and connected community. Currently, the pedestrian network in this area primarily passes through it rather than connecting throughout Main Street Commons. Existing pedestrian infrastructure along Main Street, combined with an anticipated reduction in traffic demand following the Route 1 road widening project, creates an opportunity for a robust pedestrian experience in the Small Area. Safe, accessible, and connected streetscapes with pedestrian and bike facilities, clear wayfinding, and well-integrated parking options could improve Main Street Commons as a community core.



How We Grow

Planned development in the Main Street Commons area creates momentum that can be harnessed for continued growth. By fostering a mix of local dining, retail, and cultural destinations, Main Street Commons can provide an experience for residents and visitors that promotes Dumfries' livability and character. Investment in safety and connectivity along the Main Street corridor could attract businesses and help the area become an economic activity center.

Cultivating a genuine mix of uses along Main Street can let Main Street Commons serve as the dynamic center point of the Town, linking Dumfries's other Small Areas together into a cohesive fabric.



How We Sustain

Main Street Commons is positioned as a cultural center that creates opportunities to celebrate and invest in the Town by providing spaces for community-led initiatives and youth-focused programs that strengthen the Town's future.

The Small Area also presents an opportunity to invest in Quantico Creek as an ecological asset and community destination through programs such as educational environmental initiatives. Investment in pedestrian facilities along the Creek will help fill the gap in the current pedestrian network by connecting Main Street to Fraley Boulevard. It will also provide access to Quantico Creek and help protect the surrounding watershed and Chesapeake Bay Resource Protection Area.

Plan Constraints and Considerations

A key step in the planning process was identifying the constraints that influence the identity of the Main Street Commons Hub. Constraints are aspects that limit the current strength of the Hub but can be addressed through investment and development.

East-West Connections

While the Hub has existing sidewalks along Main Street, with some extending to destinations to the north, there is currently a lack of east-west pedestrian connections, particularly between Main Street and Fraley Boulevard.

Current building setbacks and low-density formats work against a comfortable walking experience, and the automobile remains the preferred mode of travel today.

Residents in the Williamstown neighborhood, east of Fraley Boulevard, do not have a convenient pedestrian connection to Main Street Commons even though they live within a quarter mile of the area. Additionally, the only access point to Cecil W. Garrison Park is from Main Street through a parking lot. This lack of connection from Fraley Boulevard to the heart of Main Street Commons limits the current potential of the Hub to become a pedestrian destination in Dumfries.

As part of the Route 1 Widening Project, Main Street is currently planned to end in a cul-de-sac. Left unaddressed, this loss of auto access could become a severely limiting factor for a healthy Main Street environment, particularly for retail.

Wayfinding and Placemaking

Main Street Commons is the historic and civic heart of Dumfries, with several landmarks and community destinations. However, the Hub currently lacks a pedestrian experience built around this core character. Main Street also currently lacks many of the features expected of a vibrant downtown, such as outdoor seating, street trees, attractive building facades, cohesive signage, and public art.

A resident or visitor of Main Street Commons should feel connected to the Town's history and the civic importance of buildings along Main Street. This gap in the Hub's experience presents an opportunity for improved wayfinding and placemaking strategies that create an enriching experience around the longstanding and developing culture of Main Street Commons, connecting its historic sites and civic institutions while communicating the importance of the area.

Parking

Lack of available parking is currently a notable constraint within the Main Street Commons Hub. The only public parking in the Hub is a 165-space lot that serves the Dumfries Town Hall, Police Department, Community Center, and Cecil W. Garrison Park. Improved parking options will be needed to support growing activity levels.

Limited Space for Development

The Hub currently has a lack of available space for future development. With much of the Hub already built out, and the planned Aras on Main development intended to occupy the largest plot of undeveloped land in the Hub, there is little remaining space that is not under a RPA, other ownership, or development restrictions. Additionally, the existing parcels are generally narrow, so meaningful redevelopment that would create additional destinations in the Hub would likely require assembling two or more parcels of land. New buildings also typically need to reach a certain scale in units or square footage to be financially feasible given today's construction and operating costs.

The many small parcels under several different owners of Main Street present a challenge to align a shared redevelopment strategy at any meaningful scale.

Recommendations

Main Street Commons is the historic and civic heart of Dumfries, where the Town's unique identity, heritage, and sense of community come together. The recommendations for Main Street Commons focus on creating a vibrant, walkable district that celebrates Dumfries' history while supporting new opportunities for gathering, living, shopping, dining, and recreation. Through thoughtful infill development, public realm improvements, historic interpretation, and enhanced connections to surrounding neighborhoods and destinations, Main Street Commons will become a welcoming destination for residents and visitors alike. Investments in streets, public spaces, cultural amenities, and mixed-use development will reinforce the district's role as the center of community life, creating an authentic sense of place that reflects Dumfries' past while embracing its future.

Figure 18: Main Street Commons Recommendations



Figure 19: Recommendations Matrix

Map ID	Rec ID	Potential Action / Recommendation	Focus Areas	How We Move	How We Live	How We Grow	How We Sustain	Timeline (Near, Mid, Long)	Cost Level	Possible Partners and Responsible Entities
2	M-1	Mixed Use and Commercial Development Along Main Street	Retail, Dining, Height Emphasis, Pedestrian Experience		●	●		Near - Long	$$$$$	Town of Dumfries, current property owners, potential developers
5	M-2	Courthouse Historic Site	Retail, Dining, Height Emphasis, Pedestrian Experience		●		●	Mid	$$$	Town of Dumfries, Property Owner
	M-3	Historic Pedestrian Loop	Placemaking, Public Art, Visitor Experience, Pedestrian Experience	●	●		●	Near - Mid	$$$	Town of Dumfries
	M-4	Main Street as a Community Hub	Placemaking, Public Art, Visitor Experience, Civic Core/Professional Center, Events, Parking		●	●	●	Near - Long	$	Town of Dumfries, Local Organizations
	M-5	Public Art and Beautification	Placemaking, Public Art, Visitor Experience, Pedestrian Experience		●		●	Near	$	Town of Dumfries, Property Owners, Local Artists
	M-6	Information Panels for Key Landmarks	Placemaking, Public Art, Visitor Experience, Pedestrian Experience		●		●	Near	$	Town of Dumfries
8	M-7	Townhomes on Duke Street	Placemaking, Height Emphasis		●	●		Mid	$$$$	Town of Dumfries, adjacent property owners, potential developers
	M-8	Weekend Pedestrian Plaza Pilot Program	Placemaking, Visitor Experience, Events, Pedestrian Experience		●			Mid	$	Town of Dumfries
	M-9	Main Street Building Setback Guidelines	Placemaking, Pedestrian Experience		●			Near	$	Town of Dumfries
	M-10	Main Street Building Height Guidelines	Placemaking, Pedestrian Experience		●	●	●	Near	$	Town of Dumfries

Map ID	Rec ID	Potential Action / Recommendation	Focus Areas	How We Move	How We Live	How We Grow	How We Sustain	Timeline (Near, Mid, Long)	Cost Level	Possible Partners and Responsible Entities
	M-11	Main Street Designation	Placemaking, Public Art, Visitor Experience, Civic Core/Professional Center, Events, Pedestrian Experience, Parking		●	●	●	Near	$	Town of Dumfries
1	M-12	Plaza/Park at Main Street North Entrance	Placemaking, Public Art, Visitor Experience, Events, Pedestrian Experience		●			Mid	$$$$	Town of Dumfries
3	M-13	Pedestrian Bridge at Fraley Boulevard	Placemaking, Public Art, Visitor Experience, Pedestrian Experience	●	●			Long	$$$$$	Town of Dumfries, VDOT
4	M-14	Raised Crosswalk Pedestrian Plaza	Placemaking, Pedestrian Experience	●	●			Mid	$$$$	Town of Dumfries
	M-15	Streetscape Improvements on Main Street	Placemaking, Pedestrian Experience, Parking	●	●			Long	$$$$$	Town of Dumfries, Property Owners
6	M-16	Shared Parking Overlays	Placemaking, Pedestrian Experience, Parking	●		●	●	Near	$	Town of Dumfries
9	M-17	Pedestrian Path Connecting Main Street to Fraley Boulevard	Pedestrian Experience	●	●			Mid	$$$$	Town of Dumfries, Property Owner, VDOT
10	M-18	Pedestrian Path Connecting Main Street Commons to Dumfries Gateway	Pedestrian Experience	●	●			Long	$$$$	Town of Dumfries, property owner(s)
7		Aras Apartments and Townhomes - for context only; no associated recommendation write-up								
11	M-19	Pedestrian Crossing on Main Street at Washington Street	Pedestrian Experience	●	●			Near	$$	Town of Dumfries, VDOT (if implemented before right-of-way turns over to the town)

M-1: Mixed Use and Commercial Development Map ID: 2

Developing additional mixed use and commercial development in the northern section of the Hub builds around existing landmark businesses such as Mason Jar Thrift Store. A constraint identified in the Hub is the lack of space for additional development due to existing development and small parcel sizes. To mitigate this barrier, the Town could focus on efficiently utilizing space through mixed-use development that stacks residential or office space above ground-floor retail or dining space. While updates to zoning and height restrictions in Main Street Commons may be required to achieve this, it could bolster Main Street's aspired role as the Town's central activity corridor. The presence of dense, diverse development combined with the improved streetscape and the adjacent recommended park could create a vibrant, pedestrian-friendly environment. Additionally, improved access from pedestrian and parking facilities could encourage people to park, leave their cars, and spend time in on Main Street.

Guiding Principle(s):

Focus Areas:

Retail, Dining, Height Emphasis, Pedestrian Experience

Timeline: Zoning updates could be updated in the near-term. In the mid-term future, coordination with property owners and developers are planned. Full development is pla

Cost: High Cost - Due to planning, coordination, and development.

Responsible Parties and Partnership:
Town of Dumfries, current property owners, potential developers

Figure 20: Mixed-Use and Commercial Development



Implementation and Next Steps: The Town should begin by creating a redevelopment strategy for the Main Street Commons Hub, then assess any zoning amendments needed to create opportunities for the desired mixed-use developments. Following a redevelopment strategy, the Town can coordinate with existing property owners, adjacent businesses, and potential new developers to identify interest and explore redevelopment opportunities that advance the vision for the Hub.

M-2: Courthouse Historic Site | Map ID: 5

Commemorating the former site of the Dumfries Courthouse with a stone wall outline of the original foundation will allow the Town to preserve and interpret this important piece of the Town's history. This will also support the broader goals of the Main Street Commons to create community gathering spaces and highlight Dumfries' unique history as one of Virginia's oldest communities. The space adjacent to the foundation can be utilized for additional parking for the Hub as well as a seating area facing Main Street.

The space should include elements such as historical markers, informational displays, public art, and potentially digital resources to tell the story of the courthouse and showcase its role in shaping Dumfries. These features will help connect residents and visitors to this piece of the Town's history and create an additional destination within the Main Street hub.

Guiding Principle(s):

Focus Areas:

Placemaking, Public Art, Visitor Experience

Timeline: Mid-term. The Town should begin feasibility studies and preliminary design soon.

Cost: High Cost - Additional planning and coordination, design, and construction.

Responsible Parties and Partnership: Town of Dumfries, property owners

Figure 21: Courthouse Historic Site



Implementation and Next Steps: Initial steps include conducting a feasibility study for commemorating the courthouse and the proposed adjacent parking lot. Coordination with property owners and local historic preservation organizations will also be necessary. Further actions include developing a preliminary concept design for the site, which should involve engaging community members to ensure the space serves community needs and desires.

M-3: Historic Pedestrian Loop

Establishing a Historic Pedestrian Loop in the Main Street Commons Hub will help the Town meet one of Destination Dumfries' goals for a more pedestrian friendly Town and enhance pedestrian connectivity to the Main Street Commons and the other mixed-use hubs. This includes using the existing and recommended walking network to create a route that lets residents and visitors connect with and experience Dumfries' key civic, cultural, and historic landmarks that are core to the Main Street Commons Hub. The identified loop also ties into surrounding existing and planned trails such as the Potomac Heritage National Scenic Trail and the pedestrian bridge that connects to the Waterfront Hub.

Guiding Principle(s):

Focus Areas:

Placemaking, Public Art, Visitor Experience, Pedestrian Experience

Timeline: Near-Term - While some facilities that the proposed alignment utilizes are not yet developed, alternate alignments could establish the loop.

Cost: Low- to medium-cost - For implementing wayfinding and placemaking elements to highlight landmarks.

Responsible Parties and Partnership:
Town of Dumfries, Historic Dumfries Virginia, Inc., Prince William County

Implementation and Next Steps:
The first step is to develop a concept plan that assesses feasibility and identifies a preferred route for the pedestrian loop. This concept plan should also include a strategy for wayfinding and placemaking to highlight landmarks and create a comprehensive user experience. Since the proposed alignment above utilizes facilities that are not yet developed, an alternative alignment could be identified to allow the pedestrian loop to be implemented prior to completion of other facilities. Once implemented, the Town can hold a ribbon-cutting ceremony and run a promotional campaign to advertise the new pedestrian loop.

Figure 22: Historic Pedestrian Loop



Pedestrian Loop Points of Interest:

1. Dumfries Community Center
2. Town of Dumfries Police Department
3. Town Hall
4. Cecil W. Garrison Park
5. Williams Ordinary Historic Site
6. Weems-Botts Museum and Annex
7. Merchant Park
8. Historic Dumfries Courthouse Site

M-4: Main Street as a Community Node

Partnering with local businesses, non-profits, and community groups can help establish the vision of Main Street as a community hub. Improved access to the Hub from recommended pedestrian facilities and additional parking could support community events hosted at locations such as the Dumfries Community Center and Garrison Park. Events in Main Street Commons could include outdoor concerts, farmers markets, or family-friendly festivals. Additionally, the recommended Weekend Pedestrian Plaza Pilot Program could create opportunities for events on Main Street that could attract large crowds and spike activity to support local businesses.

Guiding Principle(s):

Focus Areas:

Placemaking, Public Art, Visitor Experience, Civic Core / Professional Center, Events, Parking

Timeline: Near-term - Strategies can be implemented, such as the pilot program and events at the community center, while others will develop over a longer timeline as Main Street redevelops.

Cost: Low Cost - Partnership with businesses and organizations, coordination and planning of events.

Responsible Parties and Partnership: Town of Dumfries, local businesses and organizations

Implementation and Next Steps: The Town should first begin a planning process to establish the vision for Main Street as a community node which will involve community engagement and input from stakeholders such as business owners along Main Street. Once the vision is established, the Town can develop a strategy for planning and attracting events to the Main Street Commons area.



Community gathering in a public space.

M-5: Public Art and Beautification

Elements such as public art and landscaping can promote a vibrant, inviting environment in Main Street Commons. To accomplish this, the Town could establish building frontage guidelines to encourage storefronts and landscaping that will reinforce the identity of the Hub. The Town could also coordinate with businesses on Main Street as well as local artists to identify opportunities for public art that would emphasize the history, culture, and character of Dumfries.

Existing Conditions Insights:

Focus Areas:

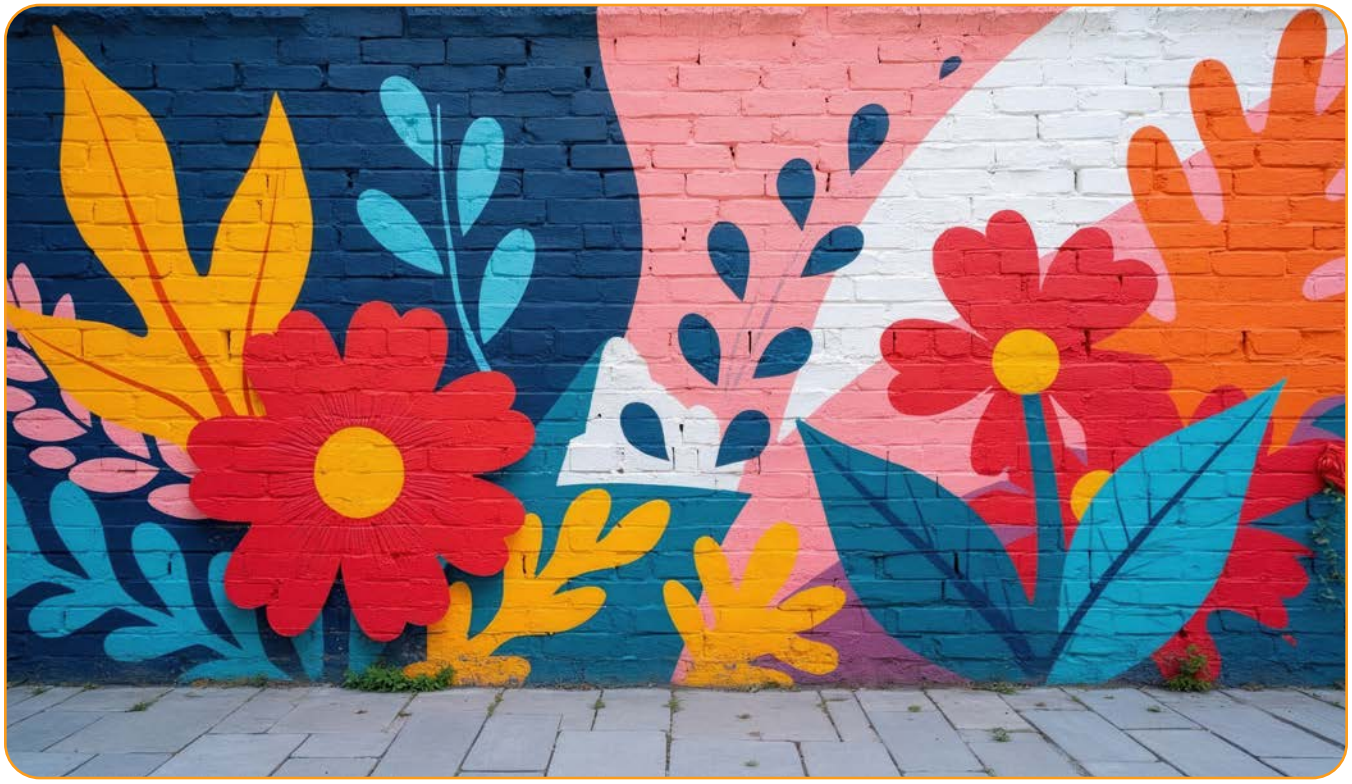
Placemaking, Public Art, Visitor Experience, Pedestrian Experience

Timeline: Near-Term - Establishing guidelines, communicating with property owners, and coordinating with artists.

Cost: Low Cost - Planning, coordination, and contracting artists.

Responsible Parties and Partnership: Town of Dumfries, property owners, and local artists

Implementation and Next Steps: The first step should be establishing building frontage guidelines for properties along Main Street that align with the vision for the Hub. The Town should communicate these guidelines to existing and prospective property owners and support them in aligning their properties with the new guidelines. Additionally, the Town should develop a public art strategy for the Main Street Commons Hub to identify potential locations and types of art, and coordinate with necessary businesses and local artists for visioning and implementation.



Mural on a brick building in front of sidewalk or walkway.

M-6: Information Panels for Key Landmarks

The Main Street Commons Hub is home to several landmarks that are important to the Town of Dumfries and the community members. The recommendations for the Hub are intended to feature and celebrate these landmarks and the Town's history and culture, while creating thoughtful surrounding development that draws residents and visitors to the heart of Dumfries. Installing information panels at key landmarks in the Main Street Commons Hub, such as Town Hall, Dumfries Community Center and Police Department, and Williams Ordinary will help support this goal. This would showcase the history and create placemaking for residents and visitors, and would be incorporated with the recommended pedestrian loop.

Guiding Principle(s):

Focus Areas:

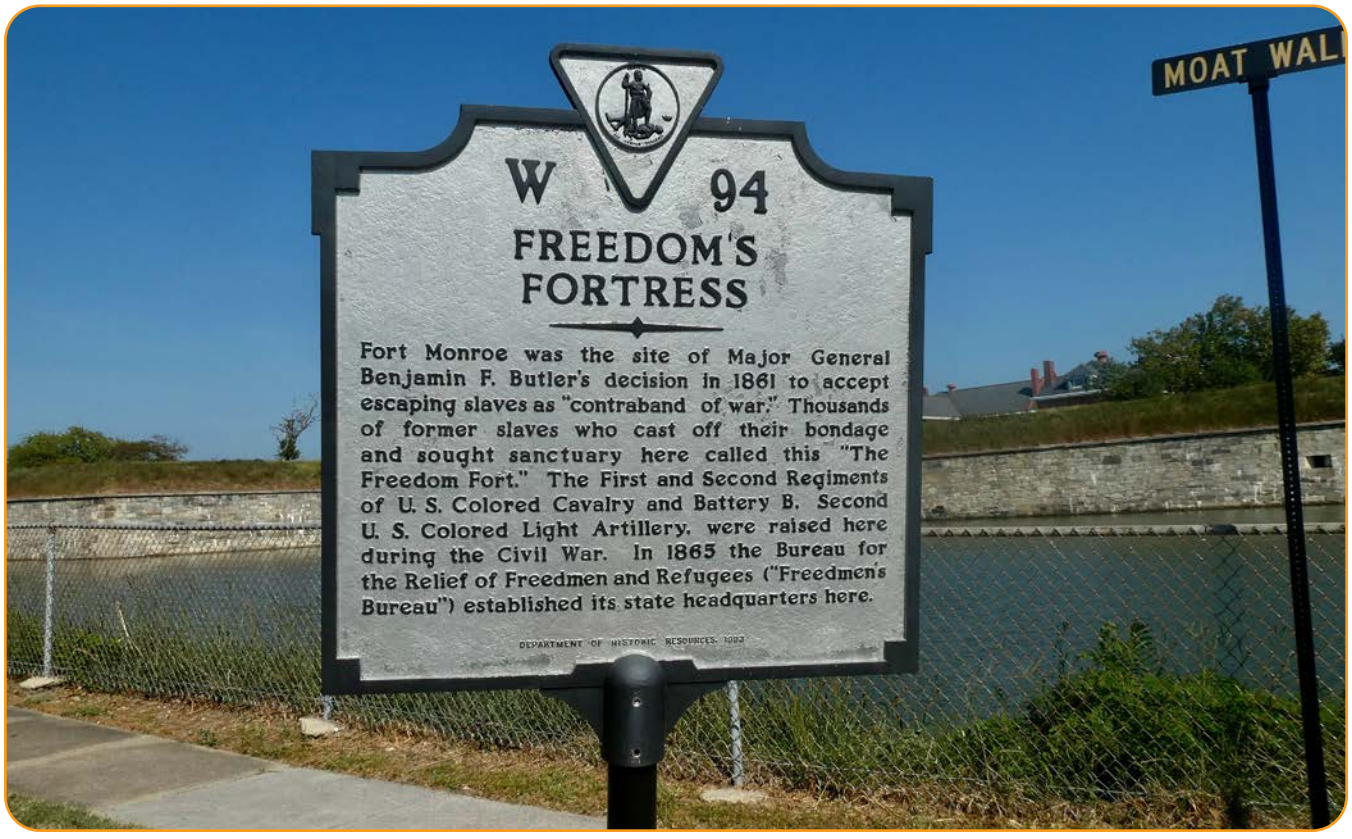
Placemaking, Public Art, Visitor Experience, Pedestrian Experience

Timeline: Near-term

Cost: Low Cost - Design, materials, and implementation of information panels.

Responsible Parties and Partnership: Town of Dumfries

Implementation and Next Steps: The implementation of these panels should be coordinated with the planning for the Historic Pedestrian Loop, as the panels will help to highlight important landmarks along the loop. A concept plan should be developed for the information panels to ensure a consistent style and design that fits with the vision of the Main Street Commons Hub.



Historical marker for Freedom's Fortress in Hampton, VA.

Townhomes on Duke Street | Map ID: 8

Implement additional townhomes along Duke Street as a modern addition to the existing row homes, utilizing open space to add character at the southern entrance to the Main Street Commons Hub. New townhomes should include a design that respects the scale and character of the surrounding neighborhood while introducing additional housing options for current and future residents.

Given this new housing's location, the development should be designed as an attractive entrance to the Hub and include open space that reinforces the area as a walkable, mixed-use environment. Buildings should be oriented toward the street with porches and/or stoops and landscaping that add to the experience for those traveling into the Main Street Hub from the south—whether they are driving, walking, or biking.

Guiding Principle(s):

Focus Areas:

Placemaking, Height Emphasis

Timeline: Mid-term - Coordination with property owners and developers. Likely long-term for full development.

Cost: High Cost - Coordination, feasibility, and development.

Responsible Parties and Partnership:
Town of Dumfries, adjacent property owners, potential developers

Implementation and Next Steps: The first step is to conduct a feasibility study for the site and develop a concept plan that establishes the Dumfries' vision for the development in coordination with existing adjacent property owners. Based on this planning process, the Town can then make any necessary zoning amendments and begin coordination with potential developers to advance the project.

Figure 23: Townhomes on Duke Street



M-8: Weekend Pedestrian Plaza Pilot Program

Destination Dumfries 2044 created a vision for a more pedestrian-friendly town. This recommendation involves developing a pilot program to temporarily close sections of Main Street to create pedestrian plazas and open opportunities for festivals and events that activate street space within the Hub. During designated weekends, sections of Main Street will be closed to through traffic repurposed for farmers markets, outdoor dining, live music and events, events to support local businesses, and community gathering. Coordination will be required to maintain emergency and property access.

Guiding Principle(s):

Focus Areas:

Placemaking, Visitor Experience, Events, Pedestrian Experience

Timeline: Established over a longer timeline, as it should not be implemented prior to the widening of Route 1, once Main Street reverts to a local street.

Cost: Low Cost - Coordination and implementing the pilot program.

Responsible Parties and Partnership:
Town of Dumfries, VDOT

Implementation and Next Steps: The first step is to develop and codify the Main Street pilot program, coordinating with adjacent businesses and property owners to align goals and expectations and build support. Once the program is established, the Town should begin planning and programming for potential events that could activate the street space during temporary closures to traffic. Ongoing coordination with emergency services will be necessary to ensure minimal effect on operation during street closures.



Pedestrian-oriented street with community event.

M-9: Main Street Building Setback Guidelines

Establish a requirement of 0-15 foot front setbacks for buildings along Main Street. The following guidelines are inspired by the recommendations within the 2020 Main Street District Pattern Book and encourage uses within setbacks that advance the identity of the Hub:

0' setbacks should be utilized with active ground-floor uses such as storefronts or dining that are inviting to pedestrians

- 5'-10' setbacks should be utilized as semi-public areas between the building and right-of-way that include patios, seating areas, landscaping, porches, or other structures
- 15' setbacks should be utilized for outdoor dining or patios that serve as an extension of the public space

Guiding Principle(s):

Focus Areas:

Placemaking, Pedestrian Experience

Timeline: Near-Term - The Town can codify these guidelines.

Cost: Low Cost - Planning and establishing guidelines.

Responsible Parties and Partnership:
Town of Dumfries

Implementation and Next Steps: The Town's first step is a planning process to develop and codify setback guidelines aligned with the corridor vision. This can be done in the near term. During and after this process, the Town should communicate and coordinate with existing and prospective property owners along Main Street to ensure understanding and concurrence with the guidelines.

Figure 24: Setback Guidelines from Main Street Pattern Book



With no setback, buildings interact with Main Street by developing ground-floor uses that invite participation by pedestrians, such as retail, dining, entertainment, or offices. Ground floor uses should avoid using blank walls without windows on the ground floor facing Main Street.



Within the 10' building setback, developers should activate the semi-public areas between the façade of buildings and the street right-of-way through the use of patios, seating areas, landscaped areas, stoops, porches and other structures attached to the façade of the building within the setback zone.



Within the 15' building setback, developers should activate the semi-public areas between the façade of buildings and the street right-of-way through the use of outdoor dining or through extended patios that serve as an extension of the sidewalk in the public right-of-way. Where demand for commercial uses such as retail, dining, and entertainment is low, consider siting on Main Street some of the public amenities within apartment buildings, such as fitness centers and common rooms, which can have windows looking out on the street.

M-10: Main Street Building Height Guidelines

Establish guidelines limiting building heights to no more than 65 feet in the Main Street Commons Hub. This would allow for denser multifamily housing and mixed use development that incorporates residential or office space above retail or dining, while maintaining the character of the Hub and continuing to highlight key landmarks.

Guiding Principle(s):

Focus Areas:

Placemaking, Height Emphasis

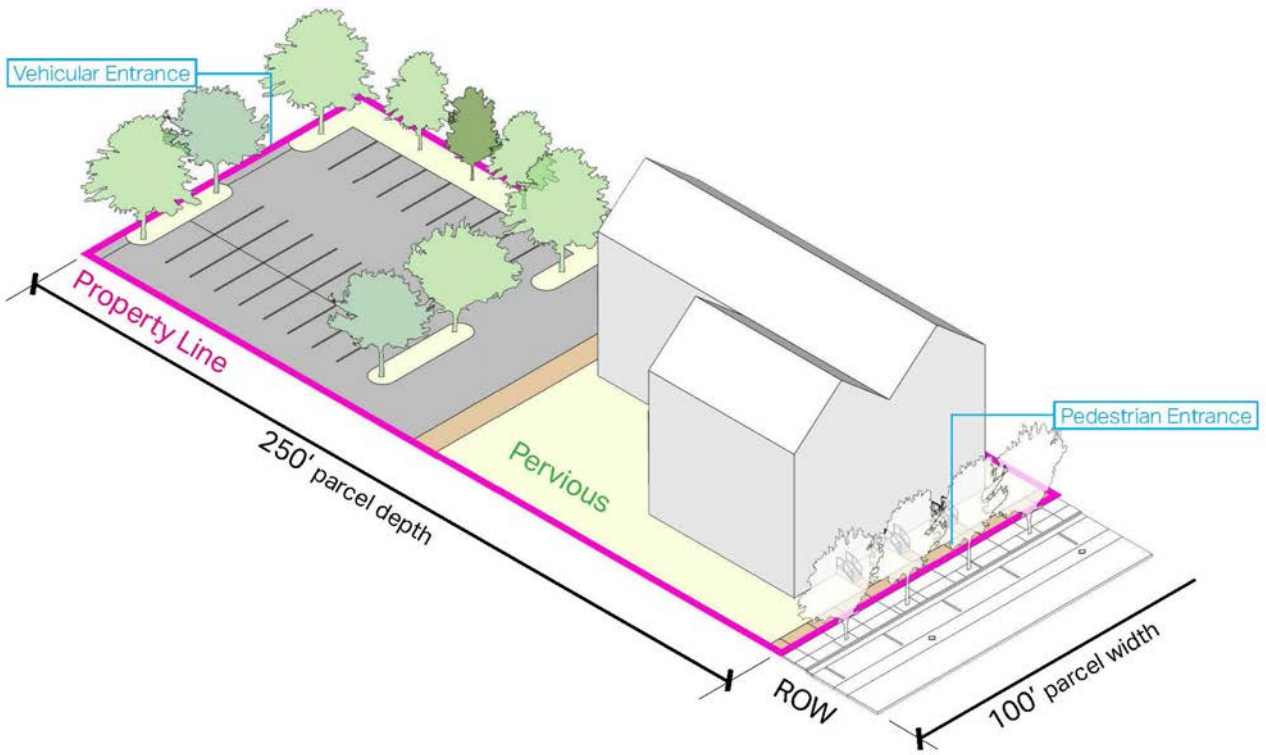
Timeline: Near-Term - The Town can codify these guidelines in the near future.

Cost: Low Cost - Planning and establishing guidelines.

Responsible Parties and Partnership:
Town of Dumfries

Implementation and Next Steps:
The Town's first step is a planning process to develop and codify building height guidelines aligned with the corridor vision. This process should involve engagement with the community and existing property owners in the Main Street Commons Hub. During and after this process, the Town should communicate and coordinate with existing and prospective property owners along Main Street to ensure understanding and concurrence with the guidelines.

Figure 25: Guidelines from Main Street Pattern Book



M-11: Main Street Designation

Continue to work with Virginia Main Street and work towards a "Mobilizing Main Street" designation. Because Dumfries is already an "Exploring Main Street" community, the Town has a foundation for using Virginia Main Street program as an implementation partner for the Main Street Commons vision. Pursuing the Mobilizing Main Street track would help Dumfries move from early participation to a more organized revitalization program by building local capacity, formalizing a committee structure, strengthening work planning, expanding volunteer involvement, and deepening public-private partnerships. The two-year mobilizing curriculum could also help the Town better align business owners, property owners, residents, the Economic Development Authority, Town staff, and other partners around a shared Main Street work program focused on design, economic vitality, promotion, and organization. This support would be especially valuable as Main Street transitions from part of the former Route 1 corridor into a local complete street and as Dumfries works to establish Main Street Commons as a walkable civic, cultural, and commercial heart.

The Advancing Virginia Main Street designation would represent the next level of opportunity by expanding Dumfries' access to implementation tools, technical assistance, training, peer learning, and grant programs that support preservation-based economic development. As an Advancing community, Dumfries could become eligible for specialized resources such as downtown investment grants, façade and design assistance, organizational assessments, market-based economic development planning, and support for wayfinding, adaptive reuse, and other downtown reinvestment needs. More importantly, progressing through the Main Street tiers would help Dumfries create a durable management structure for implementation—one that can coordinate public investment, support existing businesses, activate storefronts and public spaces, reduce vacancies, attract complementary private investment, and deliver near-term improvements while preparing for larger redevelopment and infrastructure investments over time.



Guiding Principle(s):

Focus Areas:

Placemaking, Public Art, Visitor Experience, Civic Core / Professional Center, Events, Pedestrian Experience, Parking

Timeline: Near-term timeline for identification and pursuit of potential designation.

Cost: Low Cost - Pursuit of designation.

Responsible Parties and Partnership: Town of Dumfries

Implementation and Next Steps: The first step in this process is to explore Main Street designation opportunities, and to identify criteria and requirements for designation. After that, the Town can develop an action plan to meet the requirements and ultimately pursue Main Street designation for the Main Street corridor. The action plan might include developing a dedicated downtown steering committee and beginning to pursue funding opportunities.

M-12: Plaza/Park at Main Street North Entrance | Map ID: 1

At the north entrance of the Hub, create a small park/plaza with seating and artistic signage to welcome residents and visitors to Main Street Commons while providing an inviting community space in a high-traffic area. Figure 26 shows what this space could look like, and the aerial view in the Figure 26 sketch shows that the seating area forms that shape of a ship to honor Dumfries' early role as a leading port in Colonial America.

The park will serve as a gateway into the Main Street Commons as well as a historic preservation and placemaking investment, establishing a distinctive identity for the Hub and offering an attractive and welcoming public space that encourages residents and visitors alike to engage with the area.

Guiding Principle(s):

Focus Areas:

Placemaking, Public Art, Visitor Experience, Events, Pedestrian Experience

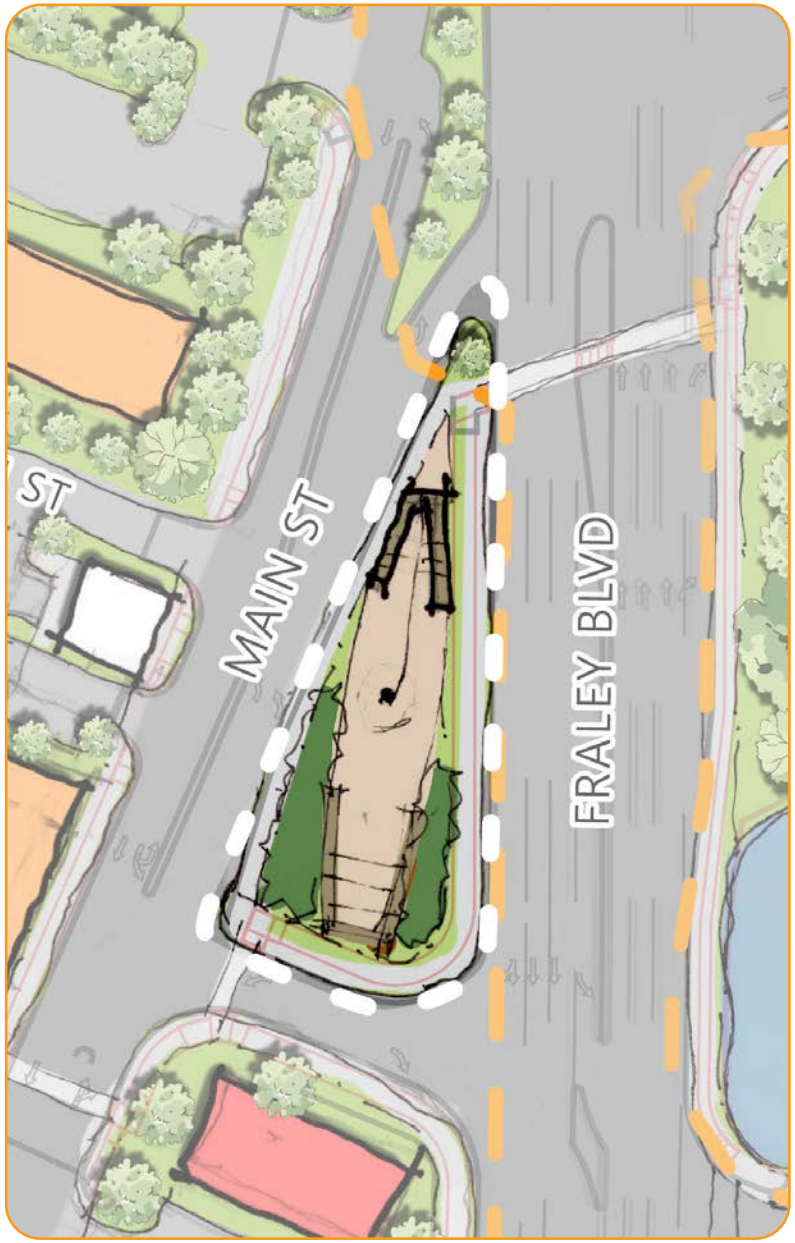
Timeline: Mid-term - The Town should begin feasibility and coordination with property owners in the near future.

Cost: High Cost - Additional planning and coordination, design, and construction.

Responsible Parties and Partnership:
Town of Dumfries

Implementation and Next Steps: Initial steps include conducting a feasibility study of the potential plaza site and coordinating with existing property owners for potential acquisition. Further actions include developing a preliminary concept design for the site, which should involve engaging community members to ensure the space serves community needs and desires.

Figure 26: Plaza/Park at Main Street North Entrance



M-13: Pedestrian Bridge at Fraley Boulevard | Map ID: 3

The Route 1 Widening Project provides a unique opportunity to construct an elevated pedestrian bridge above Fraley Boulevard, providing needed pedestrian connectivity across the highway being widened through the ongoing VDOT project. On the east side of Fraley Boulevard, the trail would connect into the Waterfront Hub, creating a key east-west connection in the Town. The bridge would also provide the Williamstown neighborhood with access to Main Street Commons.

Guiding Principle(s):

Focus Areas:

Placemaking, Public Art, Visitor Experience, Events, Pedestrian Experience

Timeline: Long-Term - This project will take substantial time for full implementation since the Town will need to wait for the completion of the Route 1 widening.

Cost: High Cost - Additional planning and coordination, environmental work, design, and construction.

Responsible Parties and Partnership:
Town of Dumfries, VDOTImplementation and Next Steps: The implementation of this pedestrian bridge is dependent on the completion of the Route 1 widening project. Before the Route 1 project is complete, the Town can conduct a feasibility study based on the Route 1 plans and adjacent facilities to identify a preferred bridge location. The Town could then develop a preliminary concept design for the bridge and begin coordination with VDOT. The planning and design process for the bridge should be coordinated with other adjacent proposed facilities on either side of Route 1 that connects into the Main Street Commons and Waterfront Hubs.

Figure 27: Pedestrian Bridge at Fraley Boulevard



M-14: Raised Crosswalk Pedestrian Plaza | Map ID: 4

Implementing a raised pedestrian plaza along Main Street between the Duke Street and Batestown Road intersections can calm traffic and create safe pedestrian crossings at intersections with a documented crash history. This would provide an attractive streetscape element and contribute safety benefits in an area expected to have increased pedestrian activity. Similar to the park recommended at the north entrance to Main Street Commons, this pedestrian plaza could create a welcoming and inviting entrance at the south end of the Hub.

Guiding Principle(s):

Focus Areas:

Placemaking, Pedestrian Experience, Parking

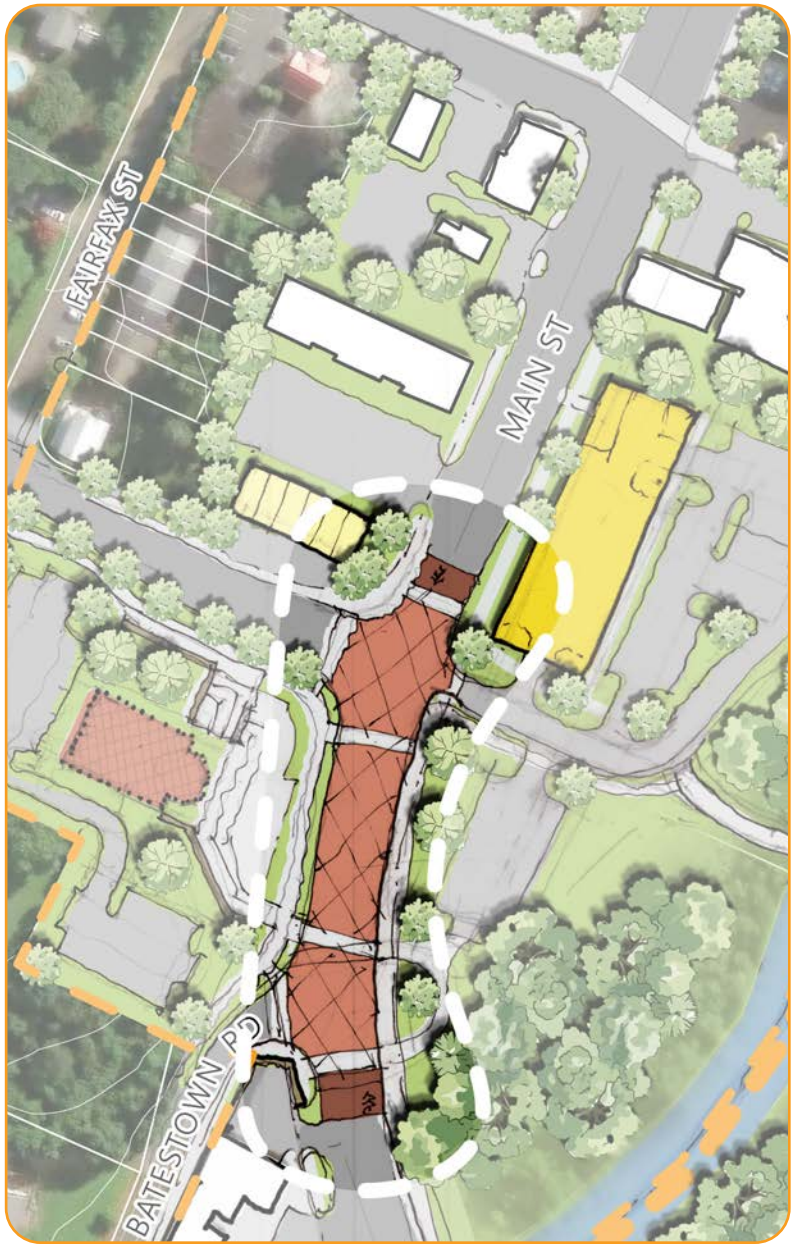
Timeline: Long-Term - This project will take some substantial time for full implementation since the Town will need to wait on the completion of the Route 1 widening.

Cost: High Cost - Additional planning and coordination, design, and construction.

Responsible Parties and Partnership:
Town of Dumfries

Implementation and Next Steps: The Main Street right-of-way will not transfer to the town until the Route 1 widening is complete. The implementation of the plaza will likely be a long-term development. In the meantime, the Town can begin feasibility assessments, preliminary concept design, and coordination with community and adjacent property owners to prepare for right-of-way acquisition.

Figure 28: Raised Crosswalk Pedestrian Plaza



M-15: Streetscape Improvements

Along with the recommendations shown on the map, an important investment to enhance the identity of Main Street Commons is improvements to the streetscape. Currently, Main Street has four travel lanes and faces notable traffic demand as it serves southbound Route 1 traffic. Sidewalks are present on both sides of the road, but they are only five feet wide, limiting pedestrian comfort along the corridor. Following the Fraley Boulevard widening project, the Town of Dumfries will gain ownership of the Main Street right-of-way. Main Street will also have much less traffic demand, as Fraley Boulevard will accommodate north- and southbound traffic. This creates an opportunity for Dumfries to invest in Main Street streetscape improvements to create an inviting environment for community activity. The width of the right-of-way is 65 feet in most places along Main Street between Batestown Road and Canal Road. The Town of Dumfries Main Street District Pattern Book, adopted in 2020, features a proposed concept design for this section of Main Street that utilizes a 77-foot right-of-way that would require acquisition of additional space. This concept design is shown in Figure X. If additional right-of-way is unattainable, the Town could revise this concept to only include parking on one side of the street, and/or use sharrows rather than bike lanes. This potential design includes key streetscape elements that could enhance the experience of those traveling, shopping, relaxing, or dining along Main Street.

Wider sidewalks support an inviting space for activity and gathering where residents, visitors, and families can feel safe and comfortable walking in the Hub.

Trees or landscaped buffers separate pedestrians from traffic while providing shade and aesthetic value.

Lighting improves visibility, safety, and comfort along the corridor for all users.

On-street parking along the west side of Main Street could encourage and support increased activity in the Hub, benefiting local businesses. This would also help meet a clear desire for more parking in the area, as expressed by community members throughout the engagement process. With an average on-street parking space length of 22 feet, approximately 50 spaces could be added along the west side of Main Street between Canal Road and Batestown Road, avoiding existing driveways, intersections, and crosswalks.

Outdoor dining and seating areas provide additional amenities, support local businesses, and make sidewalks places where people spend time rather than just move through.

The improvements can also include narrowing of overly wide driveways along Main Street to allow for more continuous sidewalks and more space for crosswalks and on-street parking. The town could implement a pilot program of this road diet that creates curb extensions at key Main Street and district intersections using paint, flex posts, planters, or other temporary materials. This would allow the town to evaluate safety, drainage, maintenance, and business access before permanent construction.

Guiding Principle(s):

Focus Areas:

Placemaking, Pedestrian Experience, Parking

Timeline: Long-Term - This project will take some substantial time for full implementation since the Town will need to wait on the completion of the Route 1 widening and undertake the necessary planning, design, and construction

Cost: High Cost - Additional planning and coordination, design, potential right-of-way acquisition, and construction

Responsible Parties and Partnership: Town of Dumfries, property owners

Implementation and Next Steps: Since the Main Street right-of-way will not transfer to the town until the Route 1 widening is complete, implementing the proposed streetscape improvements will likely be a long-term effort. In the meantime, the town could begin feasibility assessments and preliminary concept design to determine if additional right-of-way will be required. The town could also begin coordination with property owners along Main Street to be involved in the planning process and explore right-of-way acquisition if necessary.

Figure 29: Streetscaped Typical Section



M-16: Shared Parking Overlay | Map ID: 6

Allowing adjacent and nearby mixed-use parcels or residential parcels to share parking spaces: (1) limits the amount of space dedicated to vehicle activity and to satisfy now-shared parking minimum requirements; and (2) increases the amount of space dedicated to people to enjoy. In a flood-sensitive area, shared parking overlays make impervious parking surfaces more efficient, allowing more space to be pervious and vegetated.

The text of the ordinance itself should reflect a shift away from flat parking minimums. Tiered systems or maximum parking allowances can help constrain shared lots. The town can also create a city-approved, legally binding covenant template for property owners to use. This template can outline liability, maintenance costs, and operation hours. As shared parking overlays are implemented, the town should also ensure that the pedestrian environment appropriately accommodates businesses that now share parking spaces.

Existing Conditions Insights:

Focus Areas:

Visitor Experience, Civic Core / Professional Center, Parking

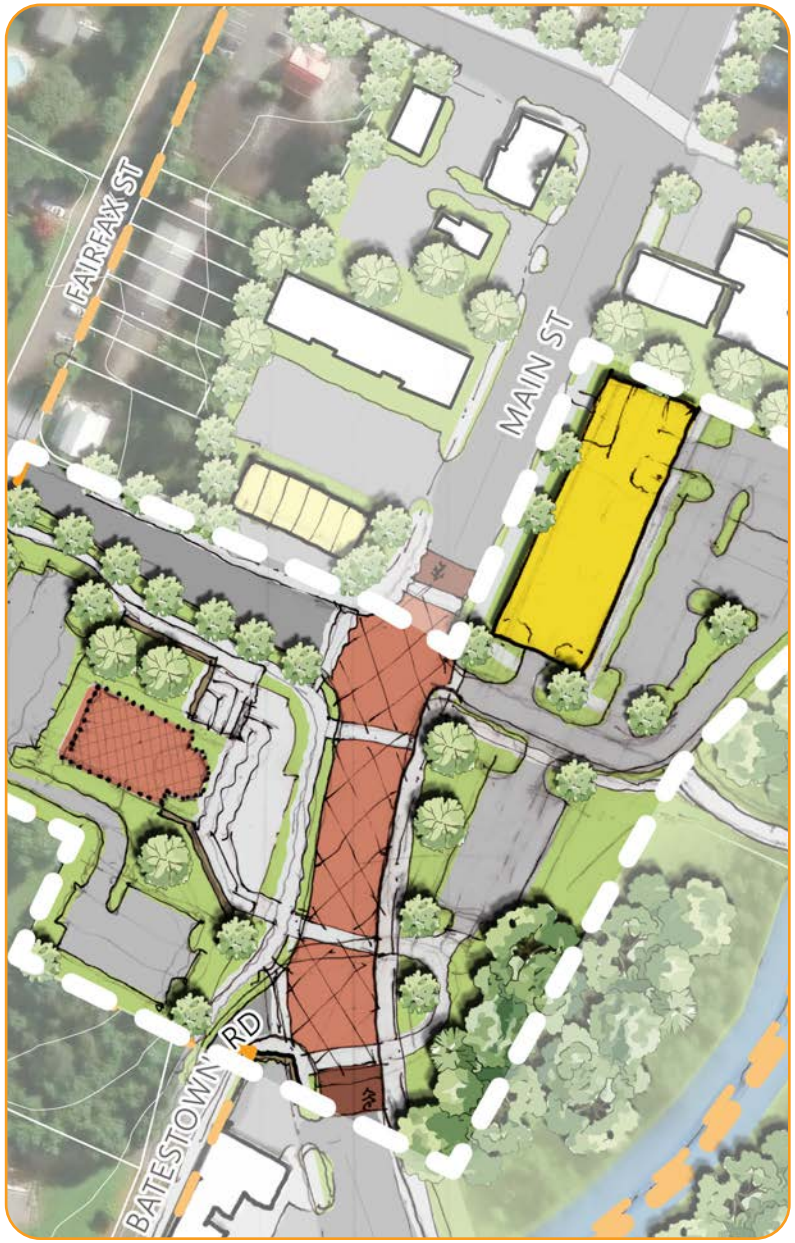
Timeline: Long-term - dependent on other recommended development with additional parking.

Cost: Low-cost - For the ordinance itself, if parking within other developments is utilized.

Responsible Parties and Partnership:
Town of Dumfries, property owners

Implementation and Next Steps: This requires the Town of Dumfries to update its zoning ordinances. Definition of geographic overlay zones should accompany the adoption of a shared parking overlay ordinance. Coordination with property owners will be necessary for any parking included that is not owned by the town.

Figure 30: Shared Parking Overlay



M-17: Pedestrian Path Connecting Main Street to Fraley Boulevard | Map ID: 9

North of Town Hall, a connection should be made between Main Street and the recommended pedestrian bridge over Fraley Boulevard. This connection would extend through the planned Aras on Main development and serve as part of the recommended pedestrian loop.

Existing Conditions Insights:

Focus Areas:

Pedestrian Experience

Timeline: Mid-term - Trail development, but could be a longer timeline for the full tie-in with the Fraley Boulevard pedestrian improvements and the proposed pedestrian bridge.

Cost: High Cost - Additional planning and coordination, environmental work, design, and construction.

Responsible Parties and Partnership:
Town of Dumfries, property owners, VDOT

Implementation and Next Steps: The first steps will be to conduct a feasibility study for the proposed connection to determine a preferred path alignment and any environmental considerations due to its proximity to Quantico Creek. Because the trail alignment may fall within the proposed Aras on Main development, the town should begin coordinating with Audeo Partners, the development's owners, to explore including the trail in their site plan. Following feasibility assessment, the town should develop a preliminary concept design that includes tie-ins to the pedestrian improvements planned for the Route 1 widening as well as the pedestrian bridge over Route 1 proposed in this plan.

Figure 31: Pedestrian Path Connecting Main Street to Fraley Boulevard



M-18: Pedestrian Path Connecting Main Street Commons to Dumfries Gateway | Map ID: 10

A new pedestrian path could extend east of the recommended raised pedestrian plaza, with a bridge over Quantico Creek that connects the Main Street Commons and Dumfries Gateway Hubs. The path will also provide an additional east-west connection between Main Street and Route 1, tying into the pedestrian facilities planned in the Route 1 widening project.

Guiding Principle(s):

Focus Areas:

Pedestrian Experience

Timeline: Long-term - Due to a necessary pedestrian bridge over Quantico Creek and tie-ins to adjacent facilities that are not yet developed.

Cost: High Cost - Additional planning and coordination, environmental work, design,
and construction.

Responsible Parties and Partnership:
Town of Dumfries, property owners

Implementation and Next Steps: The process should begin with a feasibility study and identification of a preferred alignment for the proposed path, along with coordination with property owners along the route. Next, the town should develop a preliminary concept design for the preferred alignment, which includes the necessary pedestrian bridge over Quantico Creek. While the intention is for this path to tie into future proposed development in Dumfries Gateway, the path could be implemented before that development is complete, leaving opportunities for tie-in points once the development is realized. The path should also tie in with the planned pedestrian improvements included in the Route 1 widening project.

Figure 32: Pedestrian Path Connecting Main Street Commons to Dumfries Gateway



M-19: Pedestrian Crossing on Main Street at Washington Street | Map ID: 11

Implement a pedestrian crossing on Main Street in front of Town Hall to improve pedestrian connection in the Hub and east-west access across Main Street. Because the intersection is not signalized or stop-controlled, a rectangular rapid flashing beacon (RRFB) is recommended at the crossing. Additionally, a refuge median may be implemented for additional safety and comfort for pedestrians crossing Main Street which currently has four lanes of traffic. Once the Main Street right-of-way becomes owned by the town following the Route 1 widening project, and traffic demand is reduced on Main Street, the crossing could be updated to a raised crossing along with other proposed streetscape improvements.

Guiding Principle(s):

Focus Areas:

Pedestrian Experience

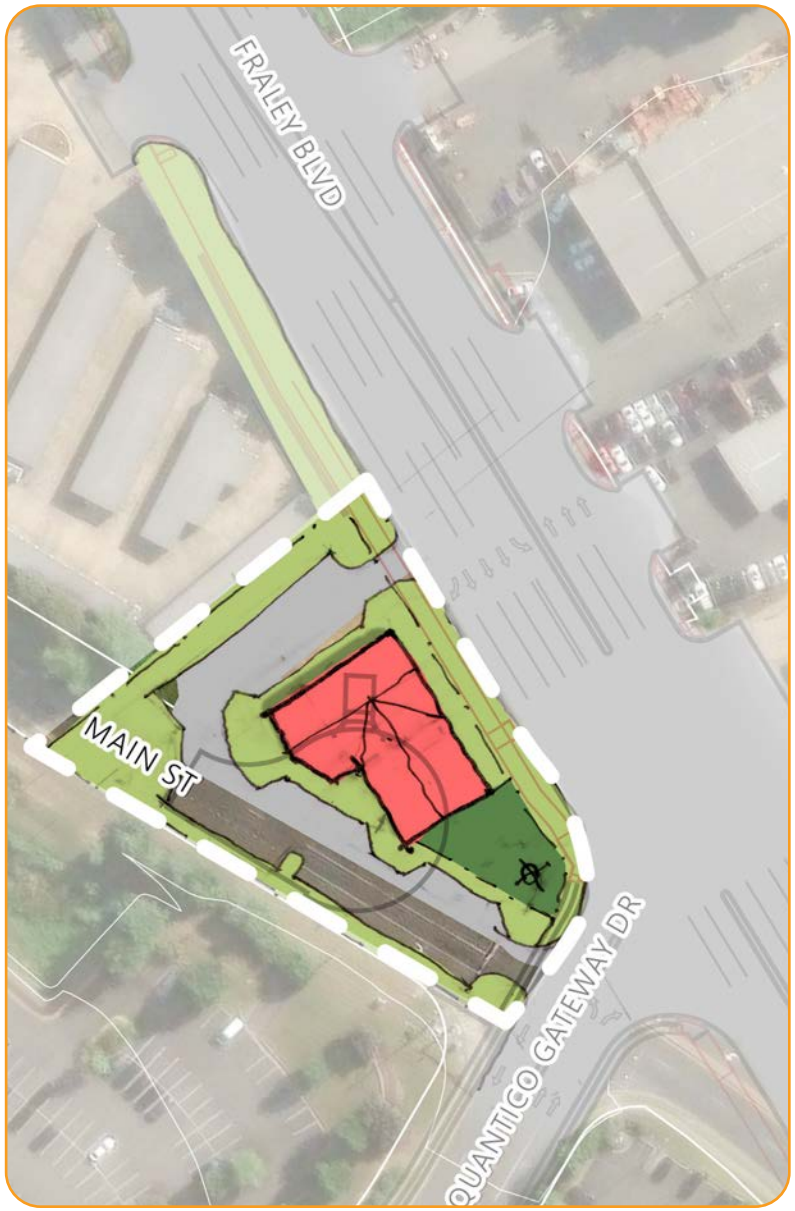
Timeline: Near-term

Cost: Low- to medium cost - Dependent on the type of crossing implemented.

Responsible Parties and Partnership: Town of Dumfries, VDOT (if implemented before right-of-way turns over to the town)

Implementation and Next Steps:
While the town will not gain ownership of the Main Street right-of-way until the Route 1 widening project is complete, the town could pursue implementation earlier by coordinating with VDOT. Before beginning this coordination, the first step would be to conduct a study to identify the preferred crossing location and the most appropriate crossing type. Once these are determined, the town can develop a preliminary concept design for the crosswalk and, with VDOT approval, move to further design and implementation.

Figure 33: Pedestrian Crossing on Main Street at Washington Street



Conclusion

The recommendations in this Small Area Plan represent more than a collection of projects, policies, and investments. They are a roadmap for realizing the community's vision for Dumfries and building upon the momentum created through Destination Dumfries, stakeholder collaboration, and public engagement. While implementation will require continued leadership, partnerships, and investment over time, the opportunities identified in these plans are achievable. Each step forward, whether a quick-win project, a new policy, or a transformative capital investment, moves Dumfries closer to becoming a more connected, vibrant, and resilient community.

Main Street Commons will become the living heart of Dumfries: a place where history, culture, civic life, and local business come together to create a memorable experience for residents and visitors alike. By investing in walkability, placemaking, community gathering spaces, local businesses, and connections to surrounding neighborhoods and destinations, Dumfries can transform Main Street into a vibrant downtown that celebrates its past while embracing its future. Many of the buildings, parks, streets, and landmarks already exist. This plan provides the framework to bring them together into a cohesive, welcoming, and active community hub that reflects the pride, character, and spirit of Dumfries for generations to come.



Draft Plan
October 2026

TOWN OF DUMFRIES

Small Area Plans