Draft Plan
October 2026



TOWN OF DUMFRIES

Small Area Plans

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.

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

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Main Street Commons

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.

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:

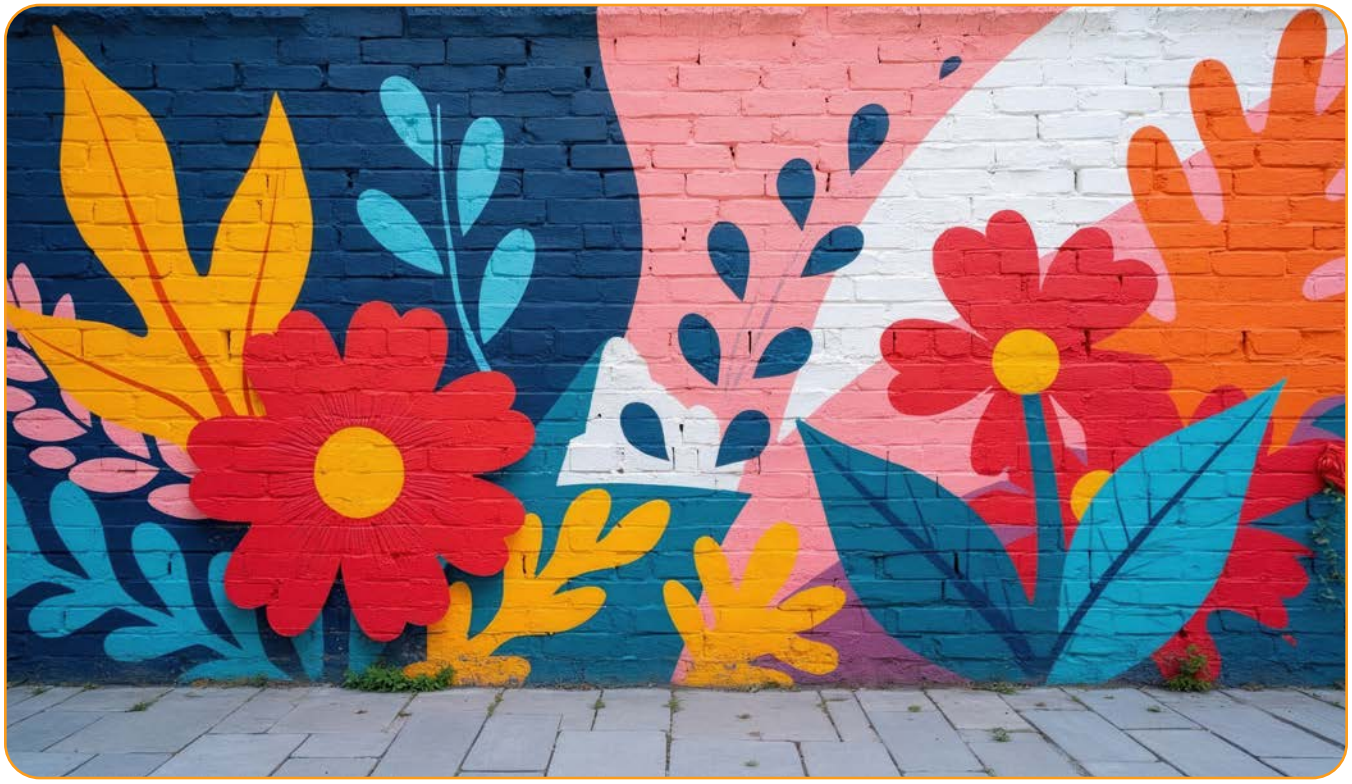
Placemaking, Public Art, Visitor Experience, Pedestrian Experience

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:

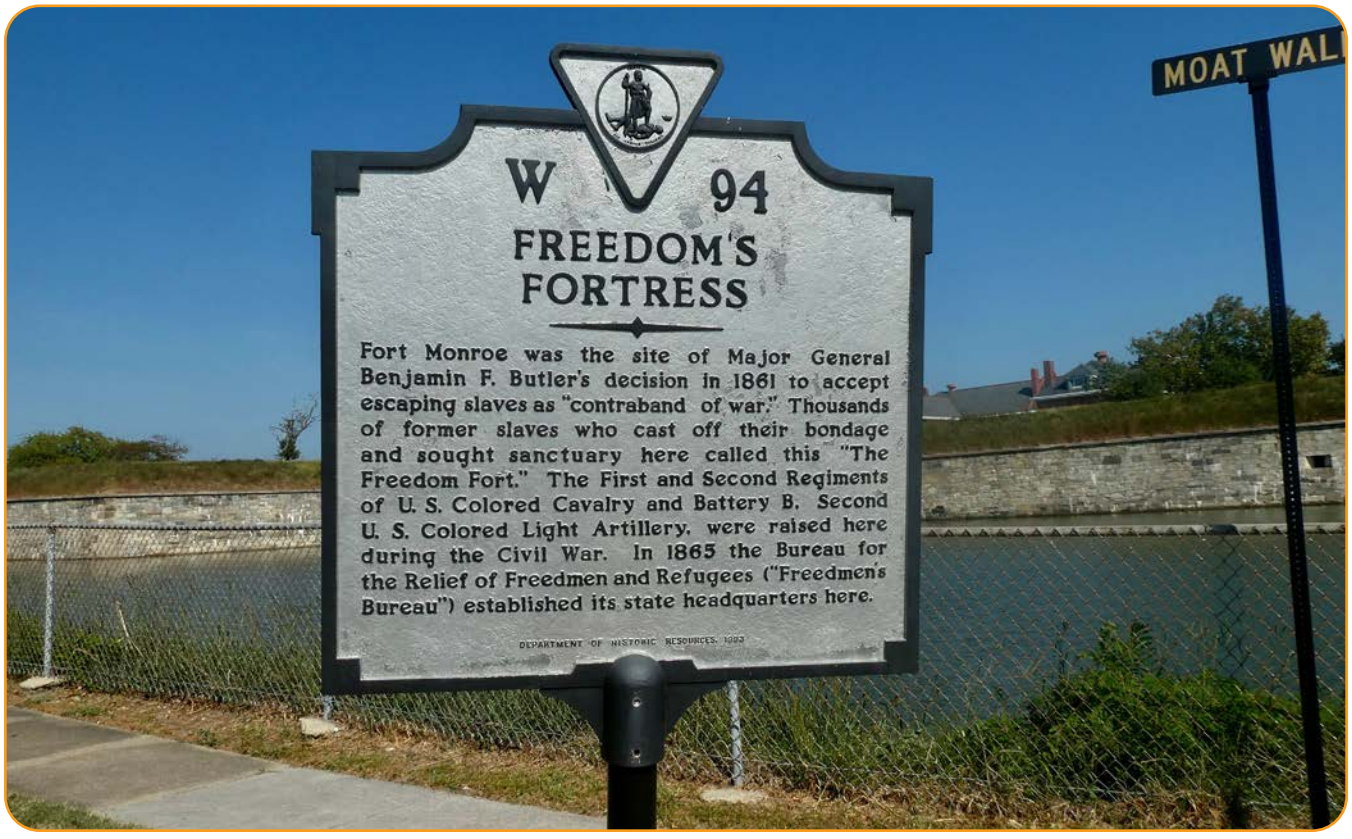
Placemaking, Public Art, Visitor Experience, Pedestrian Experience

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

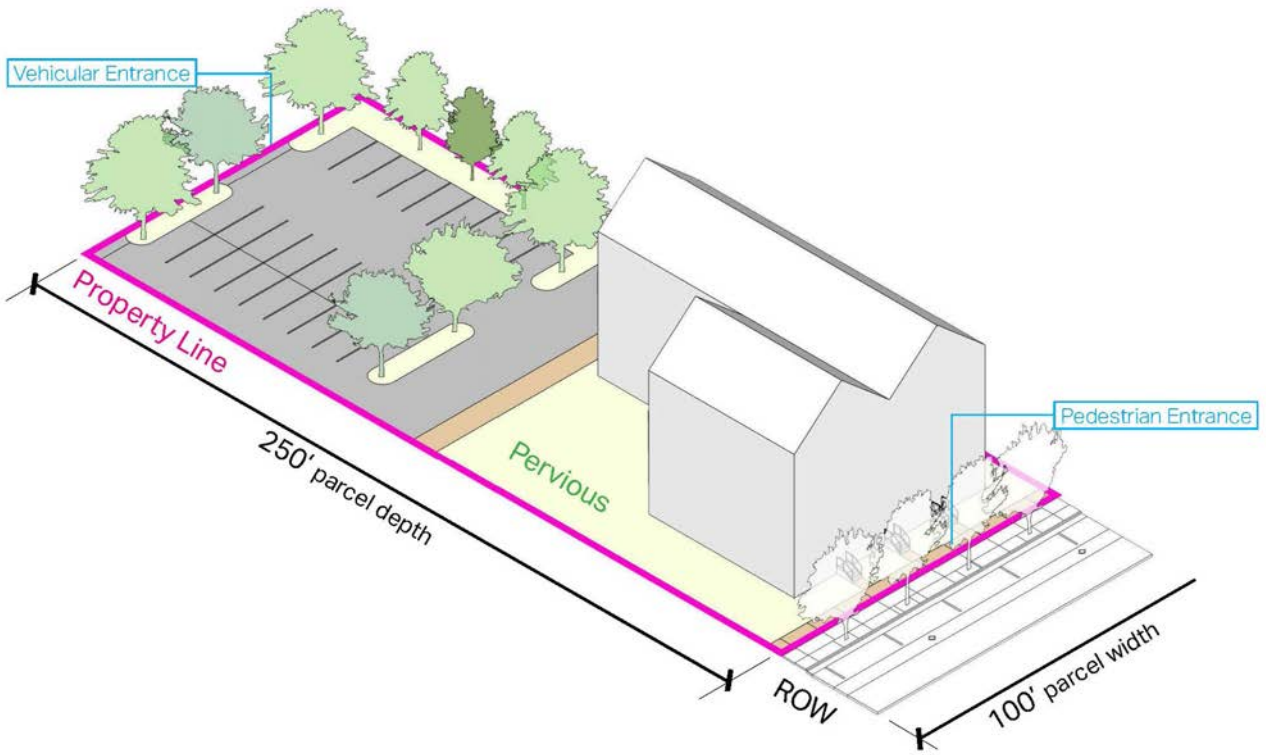
Timeline: Near-Term - The Town can codify these guidelines in the near future.

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

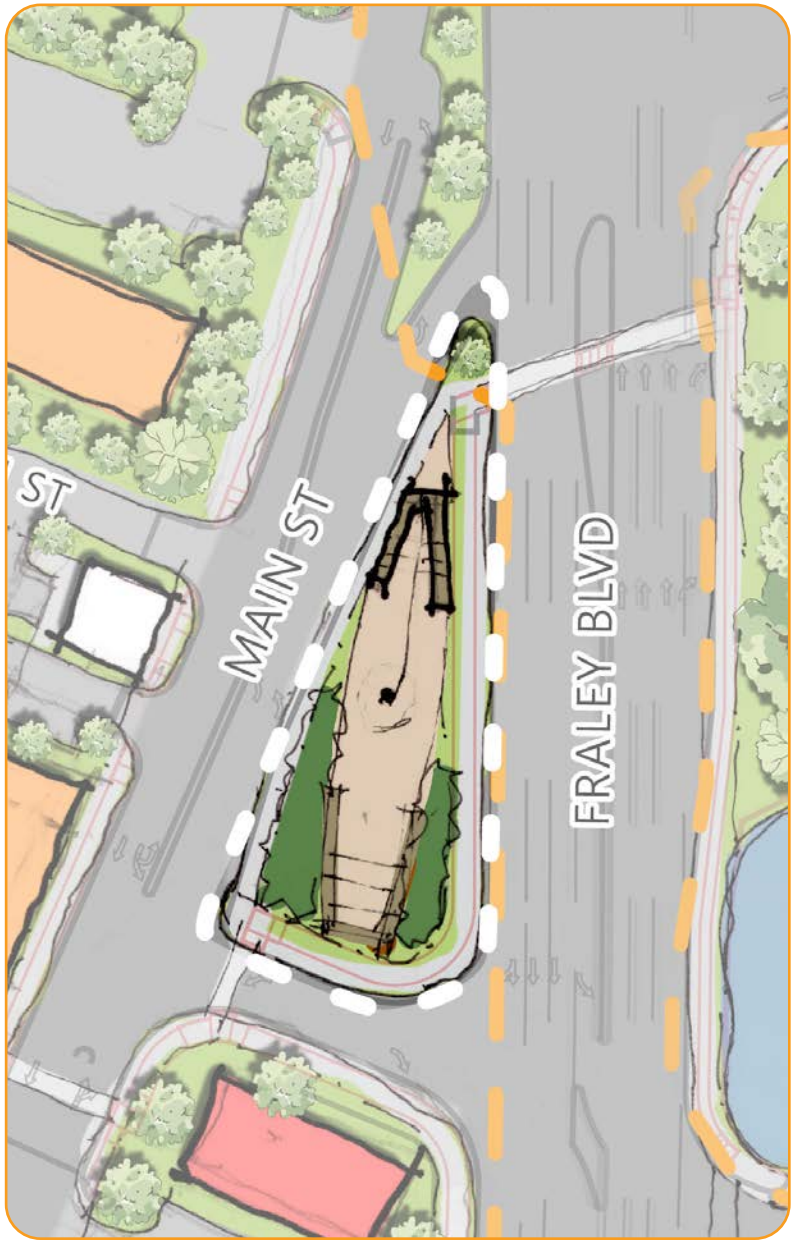
Timeline: Mid-term - The Town should begin feasibility and coordination with property owners in the near future.

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

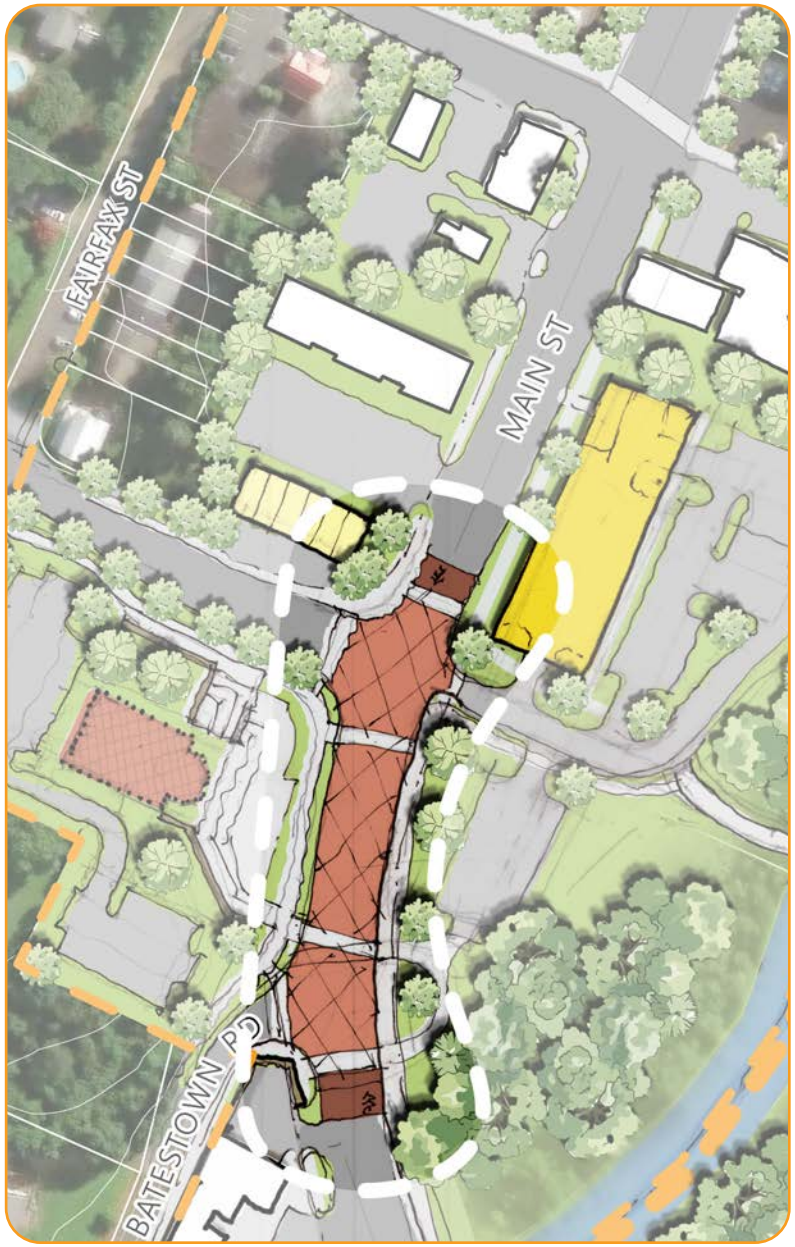
Timeline: Long-Term - This project will take some substantial time for full implementation since the Town will need to wait on the completion of the Route 1 widening.

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

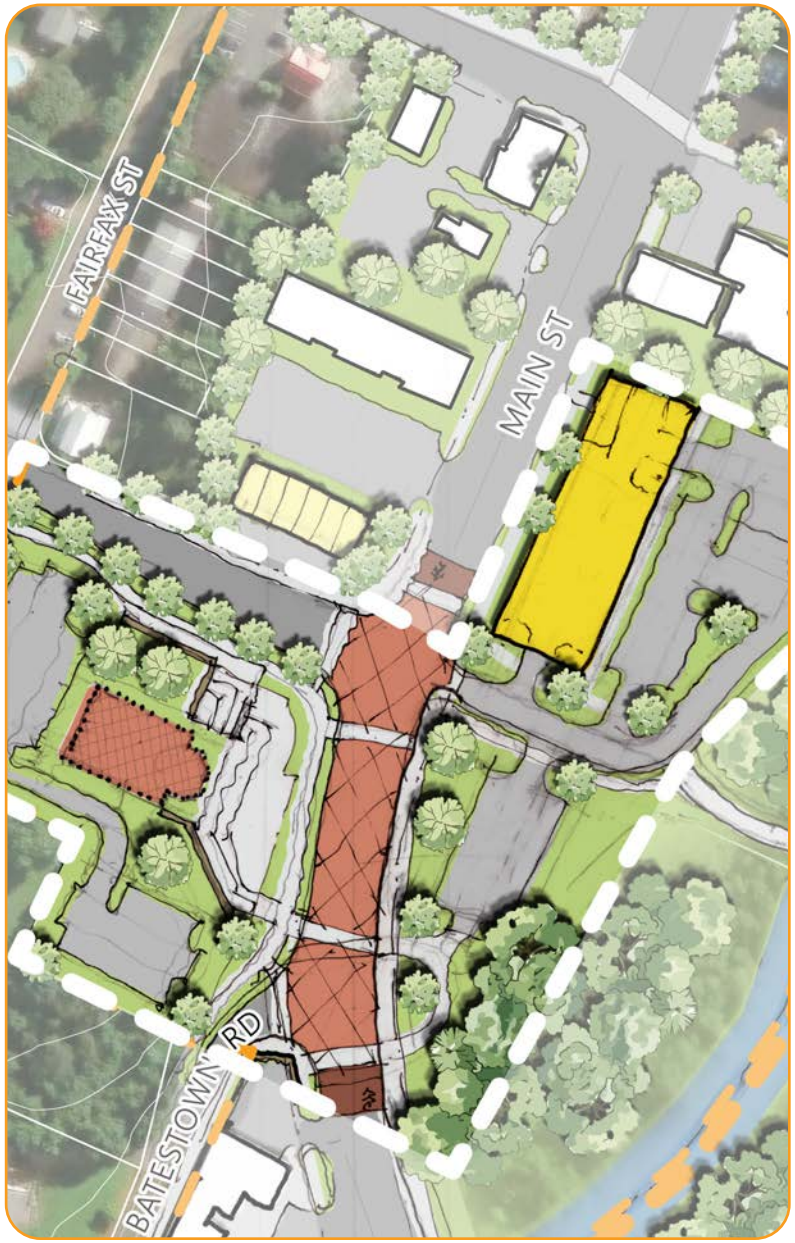
Timeline: Long-term - dependent on other recommended development with additional parking.

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

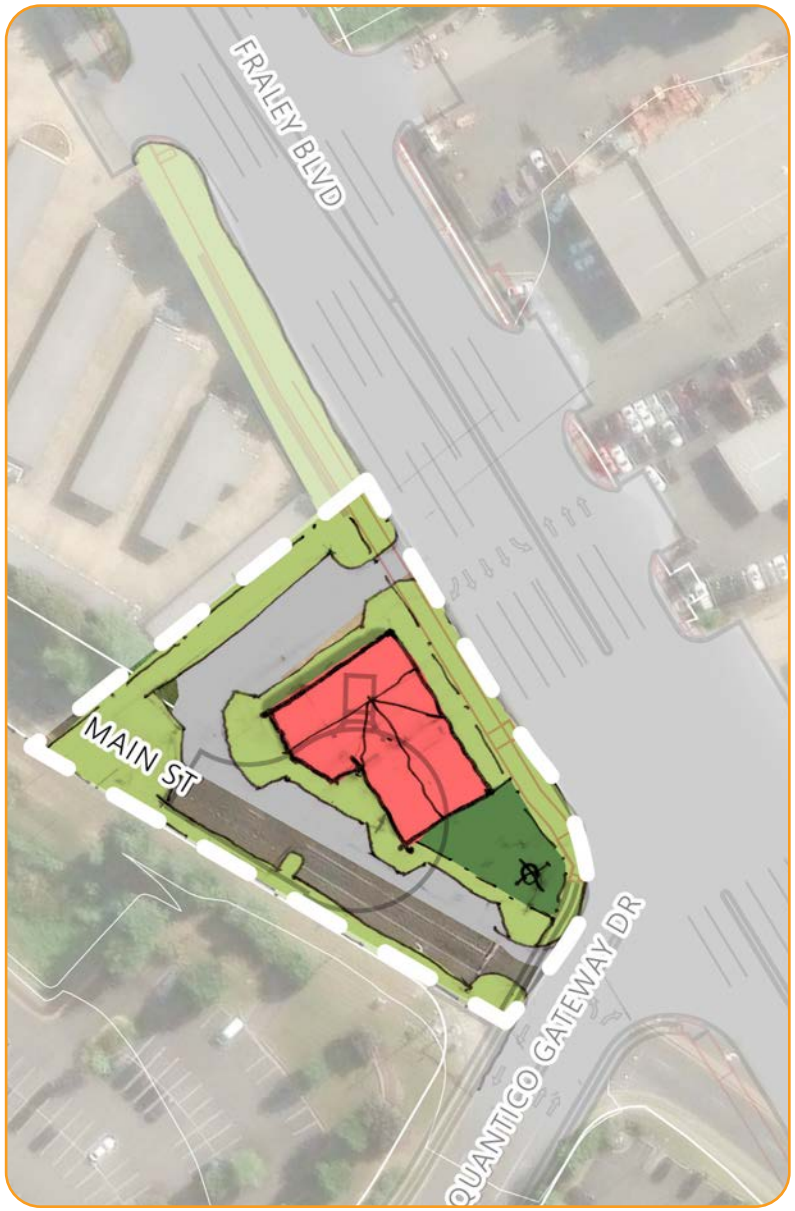
Timeline: Near-term

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



Draft Plan
October 2026

TOWN OF DUMFRIES

Small Area Plans

Draft Plan
October 2026

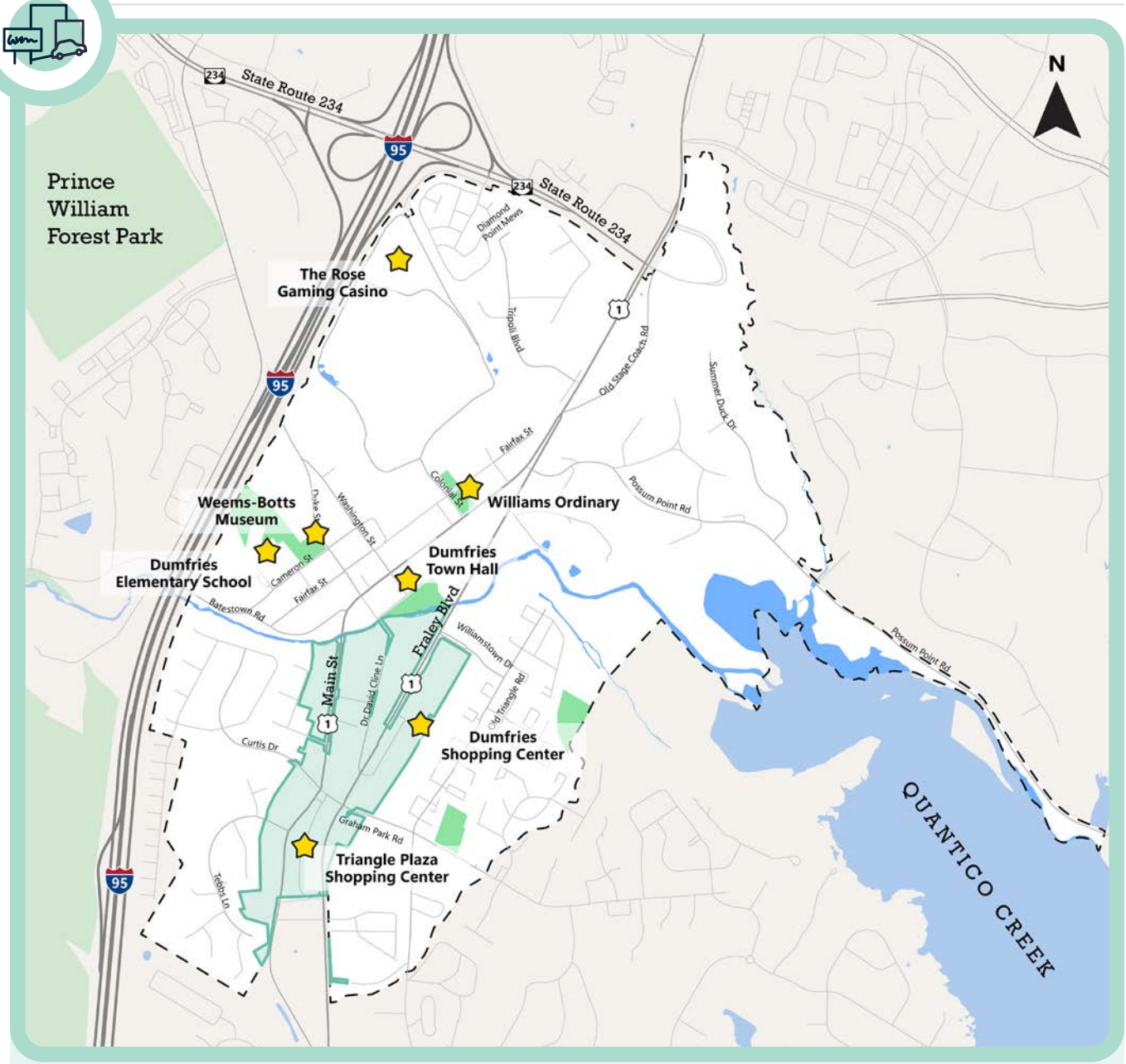


TOWN OF DUMFRIES

Small Area Plan

Dumfries Gateway

Figure 1: Dumfries Gateway Identity and Focus Areas



The Dumfries Gateway identity is a statement that establishes the shared idea for who 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 commercial, retail, and residential offerings of the town. The focus areas of the Dumfries Gateway represent the key topics, specific to this Hub, for which recommendations necessary to achieve the identity have been developed.

Existing Conditions

This Dumfries Gateway 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

The Dumfries Gateway is our southern entrance to the Town that welcomes residents and attracts 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

Character

Dumfries Gateway is characterized by its role as the Town's main commercial hub. As the Town's primary southern point of entry, it also shapes many residents' and visitors' first impression
of Dumfries.

Figure 15: Dumfries Gateway Recommendations



Recommendations

The Gateway is Dumfries' front door, shaping first impressions while serving as the Town's primary commercial center and a vital connection point between destinations. The recommendations for the Gateway focus on transforming this corridor from a place people pass through into a place people recognize, visit, and enjoy. Through strategic redevelopment, enhanced streetscapes, improved connectivity, and memorable placemaking, the Gateway will evolve into a welcoming and distinctive arrival experience that reflects the character and aspirations of Dumfries. Investments in walkability, mixed-use development, public spaces, and coordinated branding will create a vibrant commercial environment that supports local businesses, strengthens community identity, and better connects residents and visitors to the rest of the Town.

Figure 16: Dumfries Gateway 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
1	G-1	Form-Based Redevelopment of Triangle Plaza and Dumfries Shopping Center	Retail, Dining, Residential over Retail, Parking, Property Access and Connectivity	✓	✓	✓	✓	Long	$$$$$	Property Owners, Private Developers, Town of Dumfries, EDA
4	G-2	Redevelopment of Northern Portion of VDOT Storage Parcel	Retail, Dining, Residential over Retail, Parking, Property Access and Connectivity		✓	✓		Long	$$$$$	VDOT, Town of Dumfries, private developers, property owners
11	G-3	Commercial Building at Intersection of Fraley Blvd and Quantico Gateway Dr	Retail, Dining, Public Art / Statement Element		✓			Long	$$$$	Town of Dumfries, VDOT, private developers, property owners
8	G-4	Gateway Commons	Pedestrian Experience, Residential over Retail		✓	✓	✓	Mid - Long	$$$ - $$$$	Town of Dumfries, property owners, private developers, local arts and community organizations
	G-5	Increasing Housing Supply through Mixed-Use Redevelopment and Townhouse Development	Pedestrian Experience, Residential over Retail		✓	✓		Mid - Long	$$$$ - $$$$$	Town of Dumfries, property owners, housing developers, EDA
	G-6	Parcel Assemblage Program	Parking, Property Access and Connectivity		✓	✓		Near - Mid	$ - $$	Town of Dumfries, EDA, property owners, private developers
5	G-7	VDOT Storage Parcel Adjustment	Public Art / Statement Element, Property Access and Connectivity	✓		✓		Long	$$$$ - $$$$$	VDOT, Town of Dumfries
2	G-8	Public Spaces Southwest and Northeast of the intersection of Graham Park Road and Fraley Boulevard	Pedestrian Experience, Wayfinding, Property Access and Connectivity		✓			Mid	$$$- $$$$	Town of Dumfries, Property Owners, Developers

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
	G-9	Separate Parking from Building Frontage	Parking		✓	✓		Mid - Long	$$	Town of Dumfries, private developers, property owners
	G-10	Streetscape Improvements along Main Street Corridor	Pedestrian Experience, Wayfinding, Property Access and Connectivity	✓	✓			Long	$$$$$	Town of Dumfries, Property Owners
3	G-11	East-West Connection between Fraley Boulevard and Main Street	Property Access and Connectivity	✓	✓	✓		Long	$$$$	VDOT, Town of Dumfries, private developers, property owners
6	G-12	Bridge Over Quantico Creek and Trail Improvements	Pedestrian Experience, Public Art / Statement Element, Property Access and Connectivity	✓			✓	Long	$$$$	Town of Dumfries, VDOT, Prince William County, Northern Virginia Regional Commission, environmental permitting agencies
7	G-13	Tebbs Lane Extension	Property Access and Connectivity	✓				Mid - Long	$$$	Town of Dumfries, VDOT; shopping center property owners, private developers
9	G-14	Shared Street Segment	Pedestrian Experience	✓				Long	$$$	Town of Dumfries, private developers, property owners
10	G-15	East-West Connection and Traffic Circle at Dr. David Cline Lane	Property Access and Connectivity	✓				Long	$$$$	Town of Dumfries, VDOT, property owners, private developers
	G-16	Shared Parking Overlay	Parking, Property Access and Connectivity	✓		✓	✓	Near	$	Town of Dumfries
	G-17	Dumfries Circulator or Trolley Hub	Pedestrian Experience, Wayfinding, Public Art / Statement Element, Multimodal Hub	✓				Mid - Long	$$$ - $$$$	Town of Dumfries, PRTC/ OmniRide, private developers, property owners
	G-18	Pedestrian and Vehicular Wayfinding	Pedestrian Experience, Wayfinding, Multimodal Hub, Parking, Property Access and Connectivity	✓		✓		Near	$	Town of Dumfries

G-1: Form-Based Redevelopment of Triangle Plaza and Dumfries Shopping Center | Map ID: 1

The Triangle Plaza and Dumfries Shopping Centers have anchored the Gateway since 1961 and 1965, respectively, and neither has undergone a center-wide renovation in more than 60 years. Both are oriented entirely toward automobile access, with buildings set well back from the street behind expansive surface parking. The Route 1 Widening Project will absorb much of that frontage and parking area, which makes the coming years a natural point to reconsider how these sites are laid out.

Both centers should be redeveloped as form-based, mixed-use districts. Commercial and mixed-use buildings would front directly onto the street, with parking relocated behind buildings rather than in front, and additional single-purpose housing introduced to add density. Given the size of Triangle Plaza, there is also room for stacked townhomes along one edge of the site. Because each center is held by a single owner, the Gateway has a rare opportunity to redevelop at scale without a lengthy parcel assemblage process—though existing tenant leases give both owners limited incentive to act in the near term, which makes early and sustained coordination important.

Guiding Principle(s):

Focus Areas:

Retail, Dining, Residential over Retail, Parking, Property Access and Connectivity

Timeline: Long-term - Following completion of the Route 1 Widening Project and as existing tenant leases turn over.

Cost: High-Cost - Due to the extensive construction and possible lease buy-backs.

Responsible Parties and Partnership: Property owners, private developers, Town of Dumfries, EDA

Figure 17: Form-Based Redevelopment of Triangle Plaza and Dumfries Shopping Center



Implementation and Next Steps: Engage both shopping center property owners and continue coordination on the Route 1 Widening Project timeline. Prepare a redevelopment framework for the two sites, evaluate incentives such as project-specific Tax-Increment Financing, and identify the zoning updates needed to permit the intended building placement, mix of uses, and density.

G-2: Redevelopment of Northern Portion of VDOT Storage Parcel | Map ID: 4

Of the Small Area Plans being developed as part of this process, the Dumfries Gateway has the unique opportunity to act as an arrival and welcoming point to visitors to Dumfries—particularly those arriving from the south. To do this, the Gateway's character must offer an immediate "taste of Dumfries" upon arrival, with particular attention to placemaking, wayfinding, land use mix, and destinations.

As such, incorporating the existing VDOT storage site at the southern tip of the Gateway hub and redeveloping the area into a new mixed-use development is an important step, as the site is what visitors will first see when they travel into Dumfries from the south.

Guiding Principle(s):

Focus Areas:

Public Art / Statement Element, Multimodal Hub, Parking, Property Access and Connectivity

Timeline: This recommendation would be a long-term commitment and investment by the Town of Dumfries to add valuable land to its borders to increase the future impact and viability of the Gateway mixed-use hub.

Cost: High-Cost - Redevelopment costs can vary, but this site is expected to be more expensive due to infrastructure improvements, transportation investments, and desired mixed-use development.

Responsible Parties and Partnership: Town of Dumfries, VDOT

Implementation and Next Steps: As an immediate step, the Town should begin negotiations with VDOT to transfer ownership of the parcel to the Town. Once the Town controls the site, process of annexing the parcel into the Town boundary and initiating the additional planning, feasibility study, and environmental review required to develop a preferred redevelopment approach can begin. This will also include partnerships and coordination with potential developers.

Figure 18: Redevelopment of Northern Portion of VDOT Storage Parcel



G-3: Commercial Building at Intersection of Fraley Blvd and Quantico Gateway Drive | Map ID: 11

The southernmost entrance into the Gateway Hub and to Dumfries should set the tone for what a visitor will experience. It should showcase a thriving economy, visual identity, and pride of ownership. By introducing a commercial building at the southern tip of the VDOT land at the intersection of Fraley Boulevard and Quantico Gateway Drive, the Town can achieve this. Placing an active use at this corner gives the Town's southern doorstep a building and a front door rather than a dead-end roadway serving no adjacent development. This will anchor the new intersection and screen the existing billboard from view for traffic approaching from the south.

Guiding Principle(s):

Focus Areas:

Retail, Dining, Public Art / Statement Element

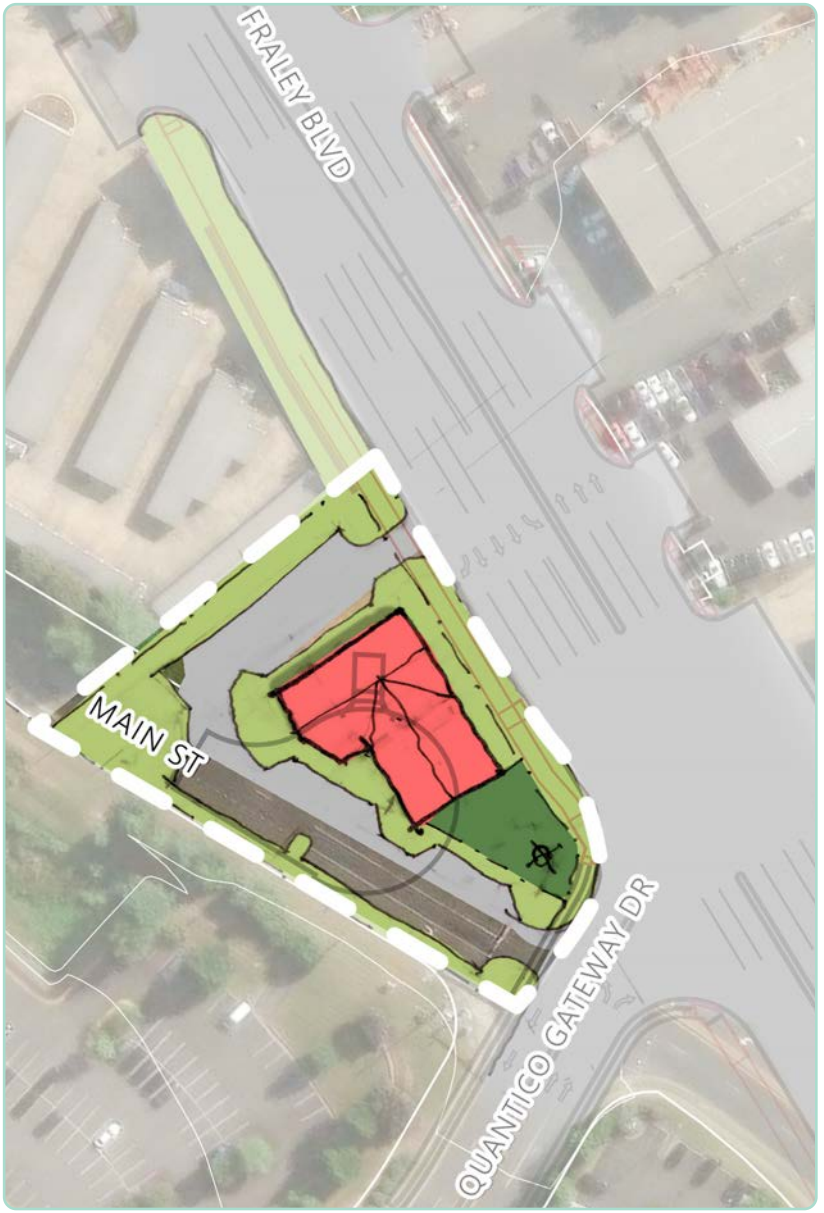
Timeline: Long-term - Dumfries will need to wait until the Route 1 widening is complete to understand land ownership and find a private development partner.

Cost: High-Cost - This recommendation is a high cost due to the cost of new development.

Responsible Parties and Partnership: Town of Dumfries, EDA, property owners, private developers

Implementation and Next Steps: The first step will be to confirm parcel availability following VDOT land disposition and then the Town will need to define the desired use and building form. Following that, the Town will need to recruit a development partner and begin construction of the site.

Figure 19: Commercial Building at Intersection of Fraley Blvd and Quantico Gateway Drive



G-4: Gateway Commons | Map ID: 8

Dumfries residents have consistently expressed a desire for a central gathering space where the community can come together for events, recreation, and everyday social interaction. The Gateway Commons is envisioned as that space, serving as the heart of the redeveloped commercial core and creating a welcoming focal point at the entrance to this part of Dumfries. Surrounded by active ground-floor businesses and framed by the new internal street network, the Commons would provide a flexible public space for community events, outdoor dining, markets, performances, public art, and seasonal programming. More than just a plaza, the Gateway Commons would establish a recognizable community destination that supports economic activity, strengthens local identity, and creates opportunities for residents and visitors to gather and connect. To ensure the space's long-term success, ownership, operations, and maintenance responsibilities should be established early in the redevelopment process, whether the Commons is publicly owned by the Town or privately owned and publicly accessible.

Guiding Principle(s):

Focus Areas:

Pedestrian Experience, Residential over Retail

Timeline: Long-Term - This recommendation is expected to take 5 to 10 years, depending on the area's redevelopment and the establishment of ownership.

Cost: Medium- to High-Cost - The cost for this recommendation may range depending on the property ownership and ultimate design of the site itself. Gathering spaces like this can vary significantly, impacting the overall cost.

Responsible Parties and Partnership: Town of Dumfries, property owners, private developers, local arts and community organizations

Implementation and Next Steps: The first step towards implementation is to identify a preferred location within the redevelopment concept and then prepare a concept design. Once the site specifics are created, defining ownership, programming, and maintenance responsibilities will need to be determined before groundbreaking of the site.

Figure 20: Gateway Commons



G-5: Increasing Housing Supply through Mixed-Use Redevelopment and Townhouse Development

The market assessment projects substantial housing demand in Dumfries over the next 20 years, though the amount of readily developable land is limited. The Gateway can help meet that demand by adding housing on sites that are traditionally commercial or currently underused, rather than by consuming open land elsewhere.

Two forms are appropriate here. Vertical mixed-use development places residential units above ground-floor retail or dining on the redeveloped shopping center sites, which will add households directly adjacent to the Hub's commercial core and support the evening activity the Gateway currently lacks. Stacked townhomes offer a medium-density option for underused and open parcels at the edges of the commercial area, providing a transition to the surrounding residential neighborhoods. Both approaches increase supply and daily activity within the Hub while using limited land efficiently.

Guiding Principle(s):

Focus Areas:

Retail, Dining, Residential over Retail

Timeline: Mid- to Long-term - As plan planning and land acquisition could start in the next few years, but construction would be dependent on land acquisition.

Cost: High-Cost - To buy the land and complete construction.

Responsible Parties and Partnership: Town of Dumfries, property owners, housing developers, Planning Commission

Implementation and Next Steps: Establish zoning allowances and desired housing forms for the Hub, identify priority sites, and align housing with planned retail and public-space improvements so that new units are delivered alongside the amenities that support them. Recruit development partners and evaluate incentives where achievable pricing does not yet support the intended product type.



G-6: Parcel Assemblage Program

Outside of the two shopping centers, many of the Gateway's remaining storefronts sit on narrow, individually owned parcels—often former single-family homes converted to commercial use. Individually, these sites are too small to support the scale of mixed-use development that is financially feasible under current construction costs. Reaching that scale will require assembling two or more parcels under common ownership.

The Town should identify and map high-impact parcels for voluntary assemblage, prioritizing corner parcels and properties that control access to adjacent sites, since consolidating these first can unlock redevelopment potential across a wider area with fewer individual negotiations. Because assemblage ultimately depends on negotiation between private owners, the Town's role is procedural: providing a designated point of contact, streamlined pre-application review, and clear information about what the Town would support on an assembled site makes voluntary assemblage easier to pursue.

Guiding Principle(s):

Focus Areas:

Parking, Property Access and Connectivity

Timeline: Long-Term - Mapping and prioritizing can begin immediately, but actually purchasing of the parcels will be a long-term project.

Cost: High-Cost

Responsible Parties and Partnership: Town of Dumfries, EDA, property owners, private developers, Planning Commission

Implementation and Next Steps: Map priority assemblage areas within the Gateway, establish a point of contact for interested owners, and offer streamlined pre-application coordination. Support voluntary discussions among willing property owners and maintain a record of development interest for priority sites.

G-7: VDOT Storage Parcel Adjustment | Map ID: 5

This recommendation would reposition and consolidate existing VDOT storage operations to create a more efficient land use pattern and unlock significant redevelopment opportunities within the Gateway area. As illustrated, portions of the existing VDOT facility and associated right-of-way could be vacated and reconfigured, allowing VDOT to establish a more compact/consolidated storage operation while freeing strategically located land for future mixed-use development and adjust for some of the taking along the Route 1 widening and improvement. The concept also includes potential roadway modifications and the repurposing of excess right-of-way to improve site access and create developable parcels.

By incorporating these changes and transferring the public right-of-way of Main Street and VDOT, and reallocating existing VDOT land into the Gateway district, the Town could substantially expand the area available for future economic development, housing, and commercial investment. This action would strengthen the long-term viability of the Gateway mixed-use hub, improve east-west connectivity across Route 1, connectivity between adjacent properties, while creating opportunities for new tax-generating development at a highly visible location along Route 1.

Guiding Principle(s):

Focus Areas:

Public Art / Statement Element,
Property Access and Connectivity

Timeline: Long-Term - This recommendation would be a long-term commitment and investment by the Town of Dumfries and VDOT to add valuable land area to increase the future impact and viability of the Gateway mixed-use hub.

Cost: High cost

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

Figure 21: VDOT Storage Parcel Adjustment



Implementation and Next Steps: The Town should initiate discussions with VDOT to evaluate operational needs, right-of-way requirements, and the feasibility of relocating or consolidating storage functions within a reconfigured footprint. Early coordination should identify potential partnership structures, property transfer mechanisms, and any transportation improvements necessary to support the concept. Implementation would require a phased effort involving feasibility analysis, property negotiations, engineering studies, roadway and access planning, and identification of funding sources. Once a preferred approach is established, Dumfries and VDOT can pursue the necessary agreements and improvements to reposition the facility, release surplus land for redevelopment, and integrate the newly available parcels into the broader Gateway development strategy.

G-8: Public Park Adjacent to the McDonald's Parcel | Map ID: 2

The Gateway has no parks within its boundaries today, and residents have consistently asked for public space in this part of Dumfries. The area adjacent to the McDonald's parcel offers a central, highly visible location for a small public green space, situated near new residential development and within walking distance of both commercial centers. Seating, landscaping, and gathering space here would improve both the appearance and the pedestrian experience of the surrounding area.

The recommendation also addresses safety and circulation issues on the same site. The existing entrance drive allows vehicles to move quickly through the area with minimal separation from pedestrians and should be closed. Adding a second driveway onto Main Street in front of the adjacent commercial building will relieve drive-through queuing without adding a new signal.

Guiding Principle(s):

Focus Areas:

Public Art / Statement Element,
Property Access and Connectivity

Timeline: Mid-term - To allow for acquisition of parcel and development.

Cost: Moderate- to High-Cost - Depending on extent of property acquisition and development required.

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

Implementation and Next Steps: The Town will need to confirm the site configuration and ownership, prepare a concept design for the green space and revised access, and identify long-term maintenance responsibilities. The Town will also need to coordinate the driveway changes with the adjacent property owner and with the Route 1 Widening Project design.

Figure 22: Public Park Adjacent to the McDonald's Parcel



G-9: Separate Parking From Building Frontage

The Gateway's current layout places surface parking between buildings and the street, lengthening the distance from the sidewalk to a front door and leaving building frontages largely invisible to people traveling along the corridor. Prioritizing the pedestrian experience means reversing that relationship: commercial and mixed-use buildings should be placed along streets and public spaces, with surface parking moved behind or beside buildings where feasible.

This standard applies across the Hub rather than to a single site, and it works in combination with the form-based redevelopment of the shopping centers, the shared parking overlay, and the streetscape recommendations. Building placement and parking-location standards should be written into zoning, design guidance, and redevelopment agreements so developers know the expectations before preparing site plans.

Guiding Principle(s):

Focus Areas:

Parking

Timeline: Mid- to Long-Term - The standards themselves can be adopted in the near term, but actual changes are dependent on the redevelopment timeline

Cost: Low- to High-Cost - It is low-cost to codify this recommendation, but applying it to existing properties could be high-cost.

Responsible Parties and Partnership: Town of Dumfries, private developers, property owners, Planning Commission

Implementation and Next Steps: Incorporate building placement and parking-location standards into the Zoning Ordinance, design guidance, and redevelopment agreements. Review future site plans for consistency with the standards.

G-10: Streetscape Improvements along Main Street Corridor

When the Fraley Boulevard widening is complete, Route 1 traffic will be consolidated onto Fraley Boulevard and the Town of Dumfries will assume ownership of the Main Street right-of-way. Within the Gateway, this creates the opportunity to rebuild Main Street as a local street that supports the Hub's role as the Town's southern entry rather than as a high-volume arterial.

Streetscape improvements should include street trees and landscaped buffers, bioswales, rain gardens, pedestrian-scale lighting, wider and more continuous sidewalks, on-street parking, and space for outdoor seating in front of applicable commercial and mixed-use buildings. Tree cover in the Gateway is minimal and almost entirely absent from commercial parcels, so landscaping carries both a comfort and a stormwater benefit in an area dominated by impervious surface. These elements should be carried through to the minor intersecting streets throughout the Hub so that the corridor reads as a connected, comfortable environment rather than a single improved block.

Guiding Principle(s):

Focus Areas:

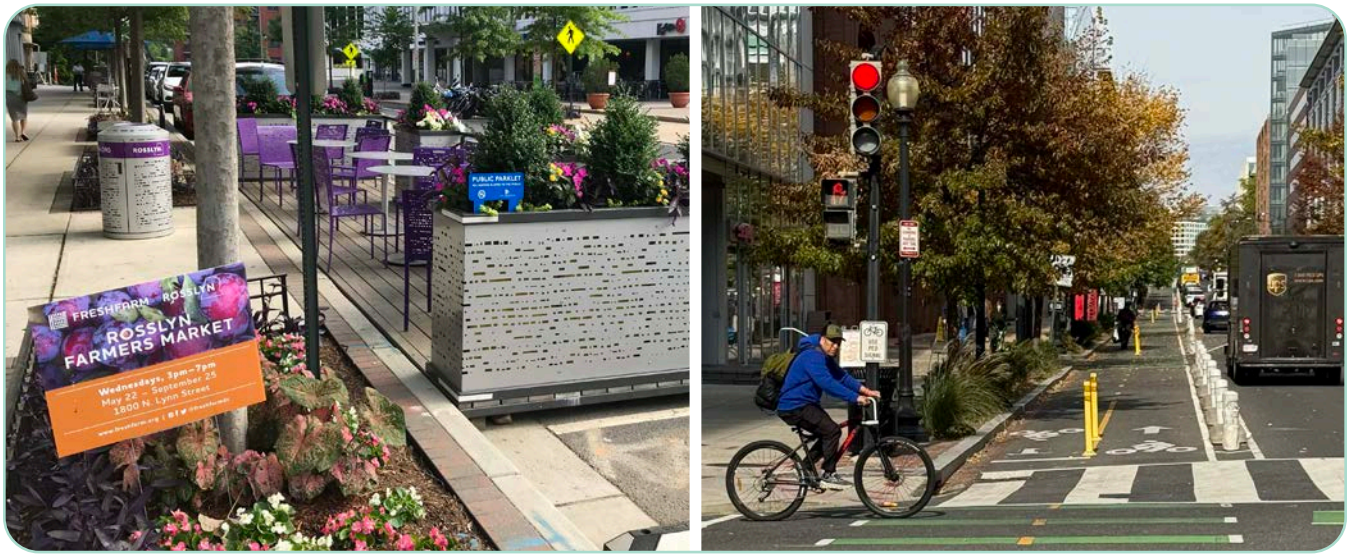
Pedestrian Experience, Wayfinding, Property Access and Connectivity

Timeline: Long-term - Improvements are dependent on completion of the Fraley Boulevard widening project and transfer of the Main Street right-of-way to the Town.

Cost: Medium- to High-Cost - Depending on the amount of right-of-way required.

Responsible Parties and Partnership: Town of Dumfries, VDOT

Implementation and Next Steps: Conduct a feasibility study and prepare a concept design for the corridor, determining whether additional right-of-way will be required. Coordinate with adjacent property owners along Main Street and align the design with the streetscape approach recommended for Main Street Commons so the corridor is consistent across both Hubs.



G-11: Main Street Realignment as an East-West Connection | Rec No. 3

One goal of the Dumfries Gateway Small Area Plan is to provide opportunities for additional east-west connections across Main Street and Fraley Boulevard. Current and proposed conditions position the roadway as a barrier between the eastern and western parts of town, contributing to feelings of a lack of cohesiveness and access. This realignment of Main Street is a key element of the plan to maintain a key east-west connection.

It will involve realigning Main Street to run farther east so it connects with Fraley Boulevard at a new signalized intersection. While the current Route 1 Widening plans include a design for this portion of Main Street to continue south and terminate in a cul-de-sac, this realignment improves access and redevelopment potential throughout the Gateway mixed-use hub. In addition, it avoids a design that would include more than a quarter of a mile of roadway that would ultimately end in a dead end. The new intersection should be designed and signalized in coordination with VDOT as part of the broader Route 1 Widening Project.

Guiding Principle(s):

Focus Areas:

Pedestrian Experience, Wayfinding, Property Access and Connectivity

Timeline: Long-term - Likely following the timeline of the overall Route 1 Widening Project. The Town of Dumfries will need to coordinate with VDOT as early as possible to discuss and carry forward the proposed design changes.

Cost: High-Cost - For additional planning, environmental review, design, and construction

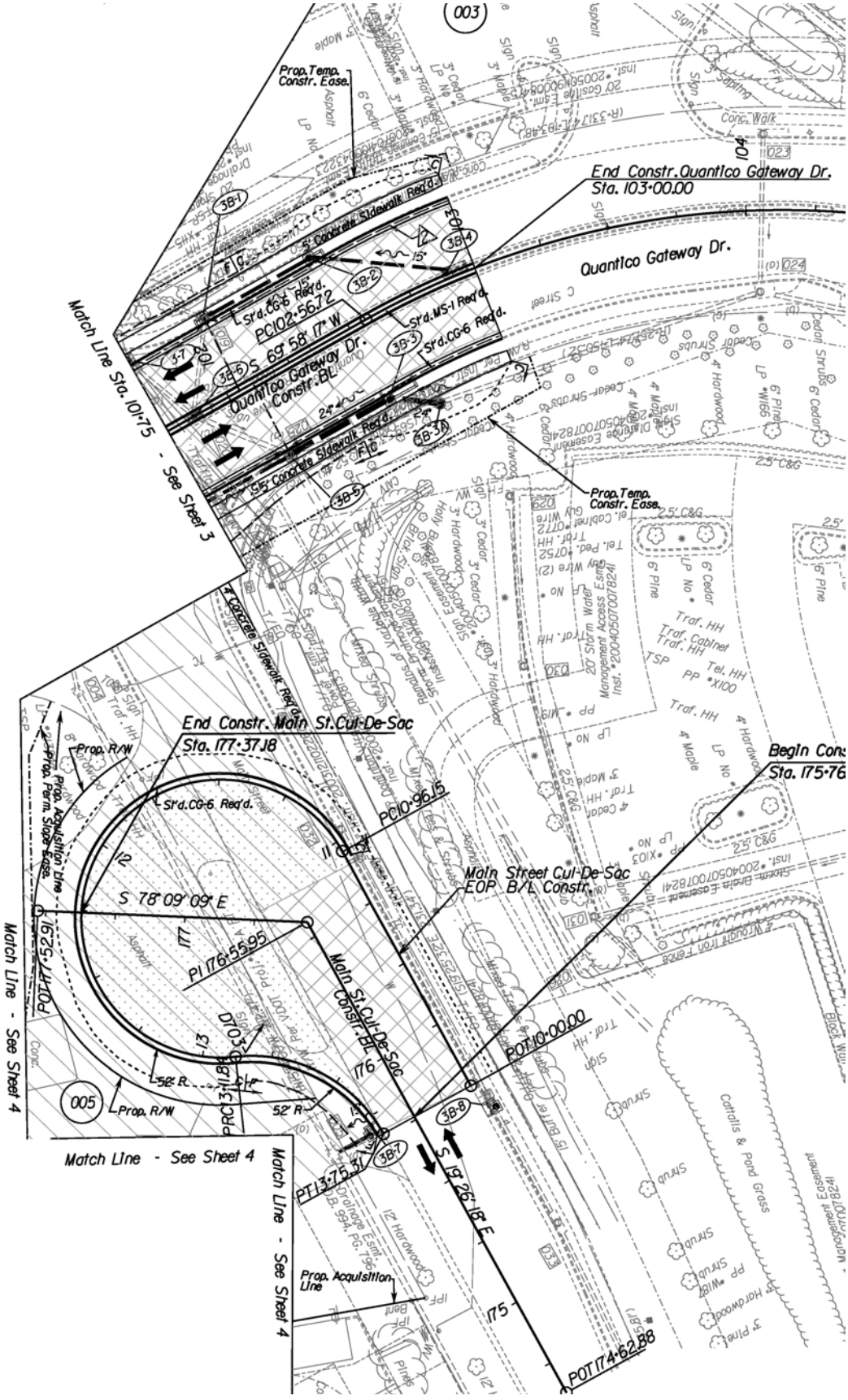
Responsible Parties and Partnership: VDOT, Town of Dumfries, property owners

Figure 23: Main Street Realignment as an East-West Connection



Implementation and Next Steps: As an immediate step, the Town should begin coordinating with VDOT to amend the current Route 1 Widening plans to incorporate the Main Street realignment and new signalized intersection at Main Street and Fraley Boulevard. As this coordination unfolds, it will require additional planning, traffic and engineering feasibility studies, and evaluation of operational impacts and land disposition requirements. Ultimately, the preferred concept should be incorporated into the future detailed design for the Route 1 Widening Project.

Figure 24: Proposed cul-de-sac design for Main Street



G-12: Bridge Over Quantico Creek and Trail Improvements | Map ID: 6

Destination Dumfries 2044 established a goal for the Town to be "accessible and connected via all modes of transportation," prioritizing pedestrian and bicycle infrastructure to connect neighborhoods with local destinations. With the future Route 1 Widening Project, it will be more important than ever for the Town to foster multimodal access, since the project—while important for vehicular efficiency—could act as a barrier to pedestrians.

A pedestrian bridge over Quantico Creek at Dr. David Cline Lane, connecting the Gateway to Main Street Commons and other areas of town, will improve and expand the existing trail network, increasing pedestrian connectivity and providing recreational space. Additionally, this effort could be coordinated with the shared use path that will be part of the Route 1 Widening project. Trails along the creek will also enhance the pedestrian experience and promote ecological sustainability.

Guiding Principle(s):

Focus Areas:

Pedestrian Experience, Public Art / Statement Element, Property Access and Connectivity

Timeline: Long-Term - This recommendation is anticipated to occur over the long-term given the complexity of environmental permitting, engineering, property coordination, and funding requirements. Begin preliminary planning and feasibility efforts in the near term to position the project for future implementation opportunities.

Cost: High-Cost - For planning, environmental review, permitting, engineering, bridge construction, trail improvements, and long-term maintenance.

Responsible Parties and Partnership: Town of Dumfries, VDOT, Prince William County, Northern Virginia Regional Commission, United States Army Corps of Engineers (USACE)

Figure 25: Bridge Over Quantico Creek and Trail Improvements



Implementation and Next Steps: The Town should begin by refining the proposed bridge alignment and trail network concept to identify the preferred crossing location and associated trail connections. Subsequent efforts should include environmental studies, engineering feasibility analyses, coordination with Resource Protection Area requirements, and evaluation of potential impacts to adjacent stormwater facilities and natural resources. The Town should work closely with VDOT to coordinate the project with the proposed Route 1 mixed-use path and pursue state, regional, and federal grant funding opportunities to support design and construction.

G-13: Tebbs Lane Extension | Map ID: 7

Extending a local street through a redevelopment site and inserting a traffic circle creates a more connected, efficient, and resilient transportation network. Redevelopment often represents a "once-in-a-generation" chance to secure right-of-way, realign streets, and implement long-planned connections that would be difficult or expensive to build later. With the proposed redevelopment in the Gateway Hub, extending Tebbs Lane through the redeveloped shopping plaza will provide several benefits for this area and transportation users. With the extension including a right-in/right-out connection at the north end, this recommendation will improve connectivity for people accessing the shopping area. Additionally, this recommendation includes aesthetic improvements by breaking up the long block face, which is more visually appealing for potential businesses. This recommendation would also improve internal circulation and create a pedestrian connection to the shared-use path planned along Route 1.

Guiding Principle(s):

Focus Areas:

Property Access and Connectivity

Timeline: Long-Term - This road extension should occur with the redevelopment, which may take five to ten years. Additionally, the Route 1 Widening project should be complete to understand the implications of traffic movement.

Cost: Medium- to High-Cost - Costs can be reduced if completed strategically with the redevelopment of this site.

Responsible Parties and Partnership: Town of Dumfries, shopping center property owners, and private developers

Implementation and Next Steps: Near-term steps include preserving the connection in redevelopment plans and coordinating with the Route 1 shared-use path. Following these initial steps, the extension will require completing survey, design, and access analysis followed by constructing with adjacent redevelopment.

Figure 26: Tebbs Lane Extension



G-14: Shared Street Segment | Map ID: 9

Shared streets are people-focused public spaces that prioritize all modes and serve as community activity spaces. Shared streets are successful where pedestrian activity is high and traffic volumes are low, allowing a mix of uses and design elements that support the shared space. It is proposed that we designate a segment of Main Street adjacent to Gateway Commons, between the new east-west connection north of Gateway Commons and Acts Ln, as a shared street. We will implement special paving, bollards, landscaping, and flush-grade signals to signal to drivers that they are guests in a pedestrian space. This project will allow the segment to function as an extension of the Gateway Commons for markets and events while still providing access and loading.

Guiding Principle(s):

Focus Areas:

Pedestrian Experience

Timeline: While some shared street design elements, such as landscaping and bollards, may be implemented sooner, the full shared street concept will take five to eight years to coincide with other roadway upgrades and improvements in the area after the Route 1 widening. Additionally, it is recommended the improvements be piloted, and enough time needs to pass to assess the piloted design, make refinements, and finalize the proposed improvements.

Cost: High-Cost - Implementing the shared street concept will be costly due to special paving and flush-grade signals.

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

Implementation and Next Steps: Steps for this recommendation include an existing conditions analysis once all roadway changes are in place, engagement with adjacent businesses and property owners along the street section, development of a design concept, and determining operations and management. It is recommended that the project be piloted with temporary materials and then refinements to the concept can be made based on pilot experience. Once the final design is complete, the project may be implemented.

Figure 27: Shared Street Segment



G-15: East-West Connection and Traffic Circle | Map ID: 10

Dumfries Gateway and the Main Street Commons, though separate small areas, are closely connected through the transportation network and work together to connect residents and visitors between the two areas. Through the proposed redevelopment, an east-west connection is proposed to allow for northern Town movement between Main Street and Frayley Boulevard. This new connection is proposed to curve in a way that controls vehicular speeds and is anchored by a traffic circle that improves circulation, safety, and connections between redevelopment parcels. The proposed traffic circle will support increased pedestrian modes by supporting slower speeds. Additionally, the traffic circle can incorporate landscaping or other placemaking features to support the sense of place within this small area.

Guiding Principle(s):

Focus Areas:

Property Access and Connectivity

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

Cost: High-Cost - For environmental work, design, potential right-of-way purchases, and construction.

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

Implementation and Next Steps: One of the first steps for this connection is to incorporate the roadway connection into the redevelopment master planning to ensure it is considered in future site plans. Once redevelopment is planned, the next step is to preserve the needed right-of-way for the connection and traffic circle, accommodating the curved geometry needed to slow speeds. Traffic and engineering analysis will be needed to understand how this new roadway will interact with existing roads, and the connection and traffic circle should be constructed with adjacent development.

Figure 28: Property Access and Connectivity



G-16: Shared Parking Overlay

Allowing adjacent and nearby mixed-use parcels or residential parcels to share parking spaces limits the amount of space dedicated to vehicle activity and to satisfy now-shared parking minimum requirements and 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 should reflect a shift away from flat parking minimums. Tiered systems or maximum parking allowances can assist with constraining 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.

Guiding Principle(s):

Focus Areas:

Parking, Property Access and Connectivity

Timeline: Long-Term - Dependent on other recommended development with additional parking.

Cost: Low-Cost - For the ordinance itself, if utilizing parking within other developments.

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

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

G-17: Dumfries Circulator or Trolley Node

A circulator or trolley node will act as a central connection point between neighborhoods and destinations within the Dumfries Gateway mixed-use hub. A future circulator will provide residents and visitors with an accessible alternative to driving to and between the hubs and other areas of town, including parks, civic destinations, and regional transit services.

The node will be a visible and attractive place of connection that reflects the Town's character, including wayfinding signage, public art, landscaping, seating, and bicycle parking. The node should be integrated into the broader pedestrian network and positioned near the future activity center(s) within the Dumfries Gateway. Over time, the node could serve as a transfer point for regional transit providers.

Guiding Principle(s):

Focus Areas:

Pedestrian Experience, Wayfinding,
Public Art / Statement Element, Multimodal Hub

Timeline: Mid- to Long-Term - Early planning and site selection efforts should occur during the initial redevelopment phase to preserve a site for the future hub.

Cost: Moderate to High-Cost - Depending on the infrastructure provided and the eventual service model. Initial costs will be relatively low, while building the mobility node and funding long-term circulator operations will require additional capital and operating funding.

Responsible Parties and Partnership: Town of Dumfries, PRTC, OmniRide, private developers, property owners.

Implementation and Next Steps: First, the Town should initiate a transit feasibility study to evaluate demand, potential routes, operating costs, future ridership projections, and funding opportunities. As the Gateway redevelops, the Town should identify and reserve a site for the future node and consider current and future pedestrian and bicycle connections to increase connectivity. Finally, the Town should coordinate with local and regional transit providers, property owners, and potential developers to explore grant funding and implementation opportunities.



A trolley on a local street.

G-18: Pedestrian and Vehicular Wayfinding

The Dumfries Gateway is the first part of town that many visitors arriving from the south experience. Today, there are little signals that a driver has entered a distinct Town, and nothing directs a visitor toward the Town's other destinations. A coordinated wayfinding system would give the Hub a clear sense of arrival and connect it to the rest of Dumfries.

The wayfinding system would need to work at the scale of both vehicles and pedestrians, as the Gateway serves both vehicles traveling on Route 1 and pedestrians around the Hub. Vehicular signage should introduce drivers to the Town's key destinations, parks, and other Hubs, encouraging travelers to turn off the corridor rather than continue through it. Pedestrian-scale signage should focus on movement within and between the Gateway's commercial and mixed-use centers. Both should align with the Town's broader branding effort so that the Gateway reads clearly as Dumfries' southern front door and reinforces a consistent identity across the three Hubs.

Guiding Principle(s):

Focus Areas:

Pedestrian Experience, Wayfinding, Multimodal Hub, Parking, Property Access and Connectivity

Timeline: Near-term - Wayfinding can be designed and installed in phases, beginning with locations that are not affected by the Route 1 Widening Project.

Cost: Low-Cost - Wayfinding is a lower cost project that has large, positive benefits for a community.

Responsible Parties and Partnership: Town of Dumfries

Implementation and Next Steps: The first step in implementing wayfinding will be to take the Town's branding, which is currently being completed, and create a plan to identify locations for sign placement and key destinations to call out. Stakeholder and public engagement should be completed during that planning phase. Once a plan is in place, designing the family of signs will be necessary, followed by printing of the signs and construction of the sites.

Draft Plan
October 2026

TOWN OF DUMFRIES

Small Area Plans

Draft Plan
October 2026

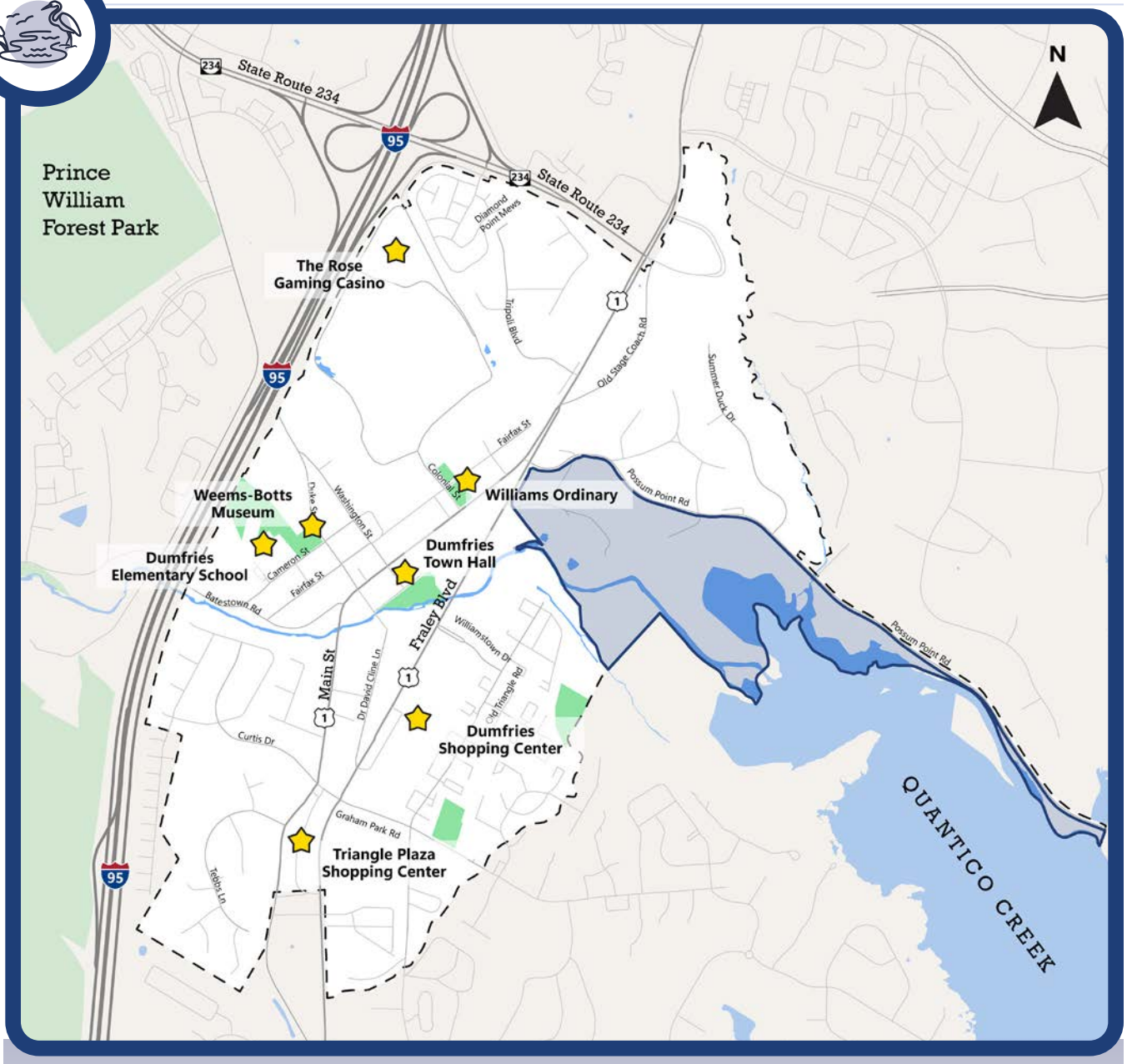


TOWN OF DUMFRIES

Small Area Plan

Waterfront District

Figure 1: The Waterfront Identity and Focus Areas



The Waterfront identity is a statement that establishes the shared idea for who 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 commercial, retail, and residential offerings of the town. The focus areas of The Waterfront represent the key topics, specific to this Hub, for which recommendations necessary to achieve the identity have been developed.

Existing Conditions

The existing conditions of the Waterfront Small Area provide a comprehensive assessment of the study area's current characteristics, opportunities, and challenges. By examining land use patterns, housing, economic activity, environmental resources, public facilities, and transportation networks, this section establishes a baseline understanding of how the area functions in Dumfries today.

Identity

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.

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 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 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.

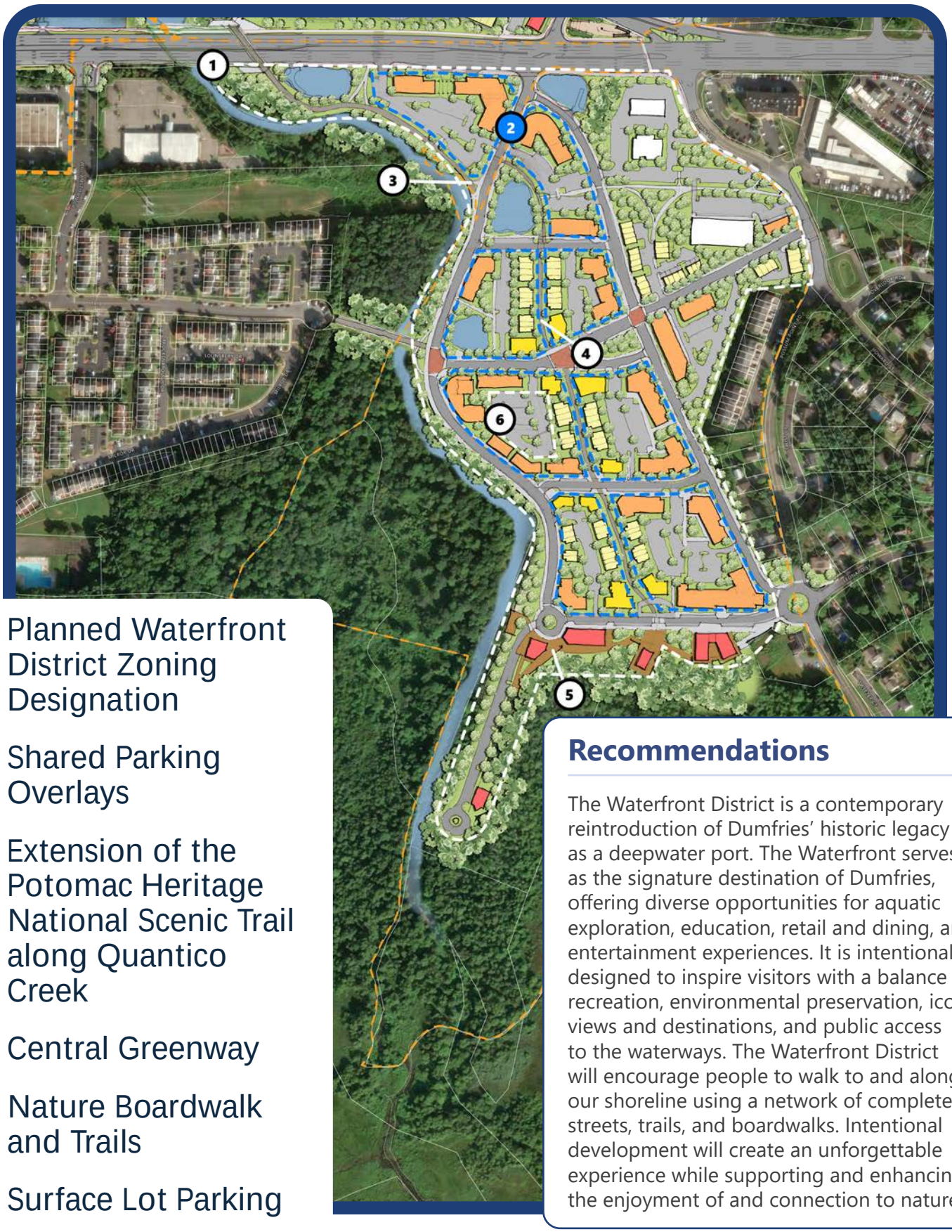
Focus Areas

- Tourism
- Recreation – trails, paddle craft, passive recreation
- Retreat – wellness, quality of life, interaction with nature
- Natural environment – stewardship & preservation, education
- Historic deepwater port
- Events
- Viewsheds
- Multi-use trails, boardwalks, and walkable networks
- Strategic Land Use Assemblages or Acquisitions

Character

The current character of the Waterfront Small Area is defined less by its proximity to the wide mouth of Quantico Creek and more by the industrial uses that occupy most of the developable land in the area. These industrial uses include storage lots and warehouses for automobiles and building materials. Currently, there are no public access points to the water or to views of the water in the area.

Figure 19: The Waterfront Recommendations



1. Planned Waterfront District Zoning Designation
2. Shared Parking Overlays
3. Extension of the Potomac Heritage National Scenic Trail along Quantico Creek
4. Central Greenway
5. Nature Boardwalk and Trails
6. Surface Lot Parking

Recommendations

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 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 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.

Figure 20: Waterfront 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
	W-1	Waterfront Retail and Dining	Tourism		●	●		Long	$$$$ - $$$$$	Private Developers, Local Entrepreneurs
	W-2	Urban Form Recommendations	Tourism, Environmental Stewardship	●	●	●	●	Near - Long	$ - $$$$$	Town of Dumfries, Private Developers
	W-3	Educational Facilities	Tourism, Retreat, Environmental Stewardship		●		●	Near - Long	$ - $$$$$	Town of Dumfries, Historic Dumfries, Prince William County, Virginia Department of Environmental Quality, Piedmont Environmental Council + other Environmental Education Non-Profits
	W-4	Historical and Environmental Information Boards	Tourism, Retreat, Environmental Stewardship	●	●		●	Near - Long	$ - $$	Town of Dumfries, Historic Dumfries, Prince William County, Virginia Department of Environmental Quality, Piedmont Environmental Council + other Environmental Education Non-Profits
	W-5	Waterfront Branding	Tourism			●		Near	$	Town of Dumfries, Private Developers
	W-6	Waterfront Staff Need Identification	Tourism, Recreation, Environmental Stewardship			●	●	Near	$ - $$$	Town of Dumfries
	W-7	Development Framework for Town-owned Site	Tourism, Recreation, Environmental Stewardship			●	●	Near	$ - $$	Town of Dumfries
	W-8	Waterfront Redevelopment Authority	Tourism, Recreation, Retreat, Environmental Stewardship			●	●	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
1	W-9	Planned Waterfront District Zoning Designation	Tourism, Recreation, Retreat, Environmental Stewardship			✓		Near	$	Town of Dumfries
	W-10	Pervious and Flood Management Areas	Environmental Stewardship		✓		✓	Near - Long	$ - $$$$$	Town of Dumfries, Private Developers, VADEQ, US EPA
	W-11	Environmental Studies and Remediation Efforts	Environmental Stewardship			✓	✓	Near - Long	$ - $$$$$	Town of Dumfries, Virginia Department of Environmental Quality, Prince William County
3	W-12	Extension of the Potomac Heritage National Scenic Trail along Quantico Creek	Tourism, Recreation, Retreat	✓	✓		✓	Mid	$$$$	National Park Service (NPS), Northern Virginia Regional Commission (NVRC), Prince William County (PWC), Town of Dumfries, VDOT
4	W-13	Central Greenway	Tourism, Recreation, Retreat	✓	✓	✓	✓	Long	$$$$$	Town of Dumfries, Private Developers, Prince William Water
5	W-14	Nature Boardwalk and Trails	Tourism, Recreation, Retreat, Environmental Stewardship	✓	✓			Long	$$ - $$$$$	Town of Dumfries, Prince William County, NOVA Parks, National Park Service, US Army Corps of Engineers
2	W-15	Shared Parking Overlays	Tourism, Environmental Stewardship	✓		✓	✓	Near`	$	Town of Dumfries, Planning Commission
6	W-16	Surface Lot Parking	Tourism	✓	✓		✓	Near	$ - $$$	Town of Dumfries, Private Developers
	W-17	Waterfront Access Points	Tourism, Recreation, Retreat, Environmental Stewardship	✓	✓	✓	✓	Long	High	Town of Dumfries, VDOT Private Developers

W-1: Waterfront Retail and Dining

The Waterfront Small Area provides recreational opportunities, but also incorporates local retail and dining options to give visitors more reasons to spend time in the area. These retail and dining destinations will reinforce the Waterfront area as something unique to Dumfries: a recreational area that also invites people to stay, shop, dine, and relax.

Guiding Principle(s):

Focus Areas:

Tourism

Timeline: Long-term - To coincide with the development of the Waterfront.

Cost: High-Cost - For environmental review, site plan design, and construction associated with development; coordination between private developers, tenants, and the town.

Responsible Parties and Partnership: Town of Dumfries, Private Developers, Local Entrepreneurs

Implementation and Next Steps: Complete the Environmental Assessment of the property, and creek restoration throughout the Waterfront District. Design and construct walking trails and passive recreation facilities to provide water access within the Chesapeake Bay RPA, along Quantico Creek. Through required procurement processes, engage with consultants to develop and implement a Real Estate Development Plan, including Private Property Assemblage, Financing, Design and Construction.



Retail and dining on the Old Mill District by the Deschutes River in Bend, Oregon. Image Source: Adobestock

W-2: Urban Form

The Urban Form recommendations follow those outlined in the Envisioning Dumfries Area-Wide Plan (pages 40 – 45).

Street Types

Streets should prioritize pedestrians, bicyclists, and direct interaction with nature. Streetscapes should be human-scaled, walkable, and supportive of everyday activities.

Place Types Framework

The Place Types framework "establishes expectations for development intensity, building form, and land use relationships where development is appropriate." There are three Place Types:

Port Front Place Type: This place type represents the most active and highest-intensity development of the three place types. It is envisioned as the primary destination in the small area, bringing together public life, community activity, and visitor experiences.

Route 1 Commercial Place Type: This functions as the primary gateway to the Waterfront Small Area, as seen from Route 1. It is a key point of transition between the auto-oriented corridor and the pedestrian-focused mixed-use hub.

Mid Port Place Type: This represents the transition between the Port Front and the Route 1 Commercial place types. It is envisioned as a walkable mixed-use neighborhood that accommodates residential, office, institutional, and supporting commercial uses around the central greenway.

Guiding Principle(s):



Focus Areas:

Tourism, Environmental Stewardship

Timeline: Long-term - To coincide with the development of the Waterfront

Cost: High-Cost for additional planning, environmental review and coordination, design, and construction.

Responsible Parties and Partnership: Town of Dumfries, Private Developers, Local Entrepreneurs

Implementation and Next Steps: Consult urban design standards when creating and reviewing development plans in the Waterfront area. Partner with education institutions, including HBCU Marine Biology, and other related academic programs.

Figure 21: Land Use Categories from Envisioning Dumfries

Port Front Place Type
Waterfront Destination and Civic Gathering Area

Category	Guidance
Primary Land Uses	Restaurants, cafés, entertainment uses, civic and community spaces, waterfront-oriented commercial uses.
Secondary / Supporting Uses	Upper-level office, small-scale lodging or visitor-serving uses, flexible event and cultural spaces.
Building Heights	Generally 3–5 stories. Taller elements may be appropriate at key gathering spaces if carefully designed to preserve views and waterfront character.
Design Characteristics	Highly pedestrian-oriented, active, and visually engaging. Architecture should emphasize transparency, human scale, and strong connections to public space and the water.
Building Form & Massing	Buildings should frame public spaces and the boardwalk, with articulated façades and stepbacks where needed to reduce perceived bulk. Continuous streetwalls are appropriate along key frontages.
Ground-Level Activation	Active ground-floor uses are strongly encouraged along the boardwalk, primary streets, and public spaces. Outdoor seating, spill-out space, and flexible edges are encouraged.
Parking Strategy & Location	Parking should be located behind buildings, within shared facilities, or structured where feasible. Surface parking should be limited and visually screened. Event parking should prioritize shared solutions.
Street & Frontage Character	Streets should prioritize pedestrians with wide sidewalks, frequent entrances, and direct connections to the boardwalk and open spaces. Service and loading should be minimized along primary frontages.
Relationship to Open Space	Buildings should directly front and activate plazas, boardwalks, and waterfront open spaces. Views and physical access to the water must be preserved and emphasized.
Civic & Community Role	Serves as the Waterfront's primary gathering place and event hub, supporting community celebrations, daily activity, and regional visitation.

Route 1 Commercial Place Type
Gateway to the Waterfront District, commercial and institutional uses

Category	Guidance
Primary Land Uses	Commercial, employment, visitor-oriented uses, and supporting retail and services.
Secondary / Supporting Uses	Office, institutional, and limited mixed-use development that supports gateway functions.
Building Heights	Generally 1–4 stories, with height and massing transitioning toward the Waterfront and adjacent neighborhoods.
Design Characteristics	Acts as a transition from auto-oriented Route 1 to a more walkable Waterfront environment. Design should emphasize access and orientation.
Building Form & Massing	Buildings should be oriented toward streets, trails, and internal connections rather than parking lots. Massing should reduce the visual impact of Route 1.
Ground-Level Activation	Ground-floor uses should contribute to activity along key pedestrian routes and entry points, even where vehicular access is prominent.
Parking Strategy & Location	Parking may be more visible but should be organized, shared, and screened. Large surface parking fields are discouraged along primary frontages.
Street & Frontage Character	Streets should balance vehicular movement with improved pedestrian crossings, sidewalks, and trail connections that link into the Waterfront network. Drive-through facilities are discouraged.
Relationship to Open Space	Open spaces and trails should be used to soften the Route 1 edge and guide people toward the Waterfront.
Civic & Community Role	Functions as the primary gateway and crossroads, connecting Dumfries and the region to the Waterfront District.

Mid Port Place Type
Mixed-Use Waterfront Neighborhood

Category	Guidance
Primary Land Uses	Multifamily residential, office, institutional uses, neighborhood-serving retail and restaurants.
Secondary / Supporting Uses	Civic facilities, live-work units, small-scale commercial and service uses.
Building Heights	Generally 2–4 stories, stepping down toward open space edges and transitioning away from Port Front.
Design Characteristics	Walkable, neighborhood-scaled, and green-oriented. Design should balance activity with livability and reinforce connections to open space.
Building Form & Massing	Buildings should be arranged in compact blocks with varied massing and articulation. Stepbacks and breaks in massing should be used to frame open spaces and streets.
Ground-Level Activation	Active ground floors encouraged along the green spine, key streets, and open spaces. Residential ground floors should maintain transparency and individual entries where appropriate.
Parking Strategy & Location	Parking should be shared and located behind or beneath buildings. Surface parking should be minimized and integrated with landscaping.
Street & Frontage Character	Streets should be pedestrian-focused with consistent sidewalks, street trees, and frequent crossings. Frontages should address both streets and the green spine.
Relationship to Open Space	Development should directly engage the central green spine and adjacent open spaces, with buildings oriented to overlook and activate these areas.
Civic & Community Role	Supports everyday living and working within the Waterfront while reinforcing connections between neighborhoods, open space, and the Port Front.

W-3: Educational Facilities

Since Dumfries was founded, the area that comprises the Waterfront Small Area—where Quantico Creek broadens into a mouth before it joins the Potomac River—has shaped both the environment and history of the Town. As the site of the former deepwater port that was so integral to the town's founding, and as a current wetland area that serves as home to many waterfowl and other riparian wildlife, the Waterfront Small Area is rich in educational opportunities. A local and regional educational hub brings together natural and cultural history, and serves as a venue that fosters, coordinates, and sustains the relationships that allow the town to thrive well into the future. The dedicated facility would add an educational dimension to the promotion and reputation of both the new, redeveloped Waterfront Small Area and the town as a whole.

Guiding Principle(s):

Focus Areas:

Tourism, Retreat, Environmental Stewardship

Timeline: Long-Term - To coincide with the development of the Waterfront.

Cost: High-Cost - For additional planning, environmental review and coordination, design, and construction.

Responsible Parties and Partnership: Town of Dumfries, Historic Dumfries, Prince William County, Virginia Department of Environmental Quality, Piedmont Environmental Council, other environmental and historical education non-profit organizations

Implementation and Next Steps: Following land acquisition and environmental review, the next step will be identifying suitable spaces within planned mixed-use developments for a dedicated educational facility. Developers, as well as local and regional educational, environmental, and historical advocates should be notified of the town's intention for public educational opportunities to be a key part of the Waterfront Small Area's attraction to visitors.



The Potomac Environmental Research and Education Center of George Mason University focuses research on Potomac River restoration and local sustainability practices, and translates its findings into educational programs for K-12 students. (Image source: https://perec.science.gmu.edu/)

W-4: Historical and Environmental Information Boards

Information boards and wayfinding along the pedestrian paths and trail networks point out sites of interest along the path, helping visitors to navigate the Small Area, informing them of the historical and environmental significance of plants and sites along the path, and showcase what the Small Area has to offer.

Guiding Principle(s):

Focus Areas:

Tourism, Recreation, Retreat, Environmental Stewardship

Timeline: Near- to long-term - To coincide with the development of the Waterfront.

Cost: Low- to Medium-Cost - Depending on the number of boards desired and size and staffing of effort.

Responsible Parties and Partnership: Town of Dumfries, Historic Dumfries, Prince William County, Virginia Department of Environmental Quality, Piedmont Environmental Council, and other Environmental Education Non-Profits.

Implementation and Next Steps: Creating a coalition of interested educational parties as a Waterfront Education working group could be an important first step towards placing historical and environmental information boards in this area. Because the land in the Waterfront area will likely take longer to acquire, conduct environmental studies, review, and remediate, and eventually redevelop, a working group can maintain momentum and community involvement. The group can keep community members aware and prepared when opportunities arise and identify important or notable sites for marker placements prior to development.



W-5: Waterfront Branding

This recommendation comes from the Small Area Economic Development Plan. Develop a distinct brand identity for the Waterfront that is consistent with town-wide branding efforts, to help distinguish it from the Town's other Small Areas. This branding should build off the identity of the small area outlined in this Small Area Plan, and incorporate current town-wide branding effort findings.

Guiding Principle(s):



Focus Areas:

Tourism

Timeline: Near-term - To promote the development and identity of the Waterfront.

Cost: Low-Cost - To continue building upon current work.

Responsible Parties and Partnership: Town of Dumfries, private developers

Implementation and Next Steps: Waterfront branding should be included in Dumfries' ongoing town-wide branding effort. This branding should be aligned with the Waterfront's identity and the feasibility of realizing that identity, making this step somewhat reliant on the results of environmental study and review.

W-6: Waterfront Staff Need Identification

This recommendation comes from the Small Area Economic Development Plan.

Given the scale of the Waterfront redevelopment effort, identify the Town resources that will be needed to manage subsequent planning work, issue and evaluate a request for proposals (RFP), and coordinate related efforts.

Guiding Principle(s):

Focus Areas:

Tourism, Recreation, Environmental Stewardship

Timeline: Near-term - To support development of the Waterfront.

Cost: Low- to Mid-Cost - To identify and fund staffing needs.

Responsible Parties and Partnership: Town of Dumfries, Private Developers, Local Entrepreneurs

Implementation and Next Steps: This step depends somewhat on the results of the environmental study and review, which will shape both the scale and form of Waterfront area redevelopment. However, identifying staff needs early on to both support the redevelopment of the Waterfront and maintain the area in perpetuity can help set the town's budgeting expectations for redevelopments of certain scales and speeds.



W-7: Adhering to Development Framework for Town-Owned Site

This recommendation comes from the Small Area Economic Development Plan.

As development of the Waterfront area gets underway, ensure site plans align with the urban design framework outlining the intended scale, mixed use, phasing, and public spaces Dumfries wants to see. Ensuring priority alignment between the Town's comprehensive plan, small area plans, and future development plans will help identify a development partner or multiple partners.

Guiding Principle(s):

Focus Areas:

Tourism, Recreation, Environmental Stewardship

Timeline: Near-term - To structure the development of the Waterfront.

Cost: Low-Cost - To allocate careful site plan review of development proposals.

Responsible Parties and Partnership: Town of Dumfries

Implementation and Next Steps: Circulate the Waterfront identity and urban design guidelines to potential developers to ensure development applications are aligned with the Town's vision.



W-8: Waterfront Redevelopment Authority

This recommendation comes from the Small Area Economic Development Plan.

Establish a redevelopment authority or similar body capable of managing development and financing for the Waterfront; alternatively, identify a master developer through a competitive RFP process. In addition to attracting developers, the authority should connect with local entrepreneurs and small businesses to ensure Waterfront development creates opportunities for current residents while welcoming others from outside of town. As the town's development authority for this small area, it should also spearhead efforts to solicit community feedback on inviting in dining and recreational destination options into the area. This development authority will inform Waterfront Staff efforts, which should include taking actions to support evening activity and year-round vibrancy in the area through programming, incentives, and marketing.

Because the land in the Waterfront will likely take longer to acquire, conduct environmental studies on, and implement necessary remediation before eventual redevelopment, the Redevelopment Authority should ensure the town is prepared to act when opportunities arise. For example, significant preparation is required to ensure retail and dining infill aligns with the town's vision for the kinds of retail and dining opportunities that will be hosted in the Waterfront area. Advance preparation and coordination through a central task force will also help to ensure that the small area provides opportunities for local entrepreneurs in the new developments. Similarly, the redevelopment authority should connect with local educational, environmental, and historical advocates to ensure that historical and environmental landmarks are identified for commemoration, and to build a coalition with local and regional partners to create an educational facility within the Waterfront Small Area.

Guiding Principle(s):



Focus Areas:

Tourism, Recreation, Retreat, Environmental Stewardship

Timeline: Near-term - To structure the development of the Waterfront.

Cost: Low- to Medium-Cost - For staffing, depending on desired scale of development.

Responsible Parties and Partnership: Town of Dumfries

Implementation and Next Steps: Because the land in the Waterfront will likely take longer to acquire, conduct environmental studies, and remediate before eventual redevelopment, the key step in the meantime is to have a group ready to act when opportunities arise. There is a lot of preparation required to ensure that redevelopment (trails, boardwalks, parks, infrastructure and utilities, retail and dining infill) is aligned with the Dumfries' vision of the Waterfront area. Coordination with the community, other partners, and interested parties will also be better facilitated by a dedicated task force.

W-9: Planned Waterfront District Zoning Designation | Rec No: 1

The definition for a working waterfront comes from the Keep America's Waterfronts Working Act of 2011, which defines it as "real property" (including support structures over and adjacent to the water or inland property engaged in significant water-related activities) that provides access to coastal waters or that supports commercial fishing, recreational fishing, businesses, boat building, shipping and rail yards, aquaculture, national defense, public safety, marine research, offshore energy production, or other water-related commercial, industrial, and recreational businesses.

The State of Virginia has created a working waterfront development area designation. If a locality establishes a working waterfront development area by ordinance, it can provide incentives to private entities to purchase properties to assemble for working waterfront development. Such incentives can include reduction of permit fees, reduction of user fees, reduction of any types of gross receipts tax, and waiver of tax liens to facilitate the sale of the property.

Guiding Principle(s):

Focus Areas:

Tourism, Recreation, Retreat, Environmental Stewardship

Timeline: Near-Term - To incentivize developer interest in the Waterfront Small Area

Cost: Low-Cost - Only requires that Dumfries initiates and adopts the designation by ordinance.

Responsible Parties and Partnership: Town of Dumfries

Implementation and Next Steps: The working waterfront designation is initiated and adopted by the locality. Local governments must hold a public hearing and provide proper legal notice before adopting any working waterfront ordinance. According to the Code of Virginia: "Any locality may establish by ordinance one or more working waterfront development areas for the purpose of providing incentives to private entities to purchase real property and interests in real property to assemble parcels suitable for working waterfront development. Each locality establishing a working waterfront development area may grant such incentives and provide regulatory flexibility. Such zones shall be reasonably compact, shall not encompass the entire locality, and shall constitute one or more tax parcels not commonly owned. Properties acquired through the use of eminent domain shall not be eligible for the incentives and regulatory flexibility provided by the ordinance."

Figure 22: Planned Waterfront District Zoning Designation



W-10: Pervious and Flood Management Areas

A key feature in the development of the Waterfront is to introduce sufficient pervious areas for responsible stormwater and flood management. Introducing this type of green infrastructure becomes more important as the intensity of intended land uses increases in the area. These areas help reduce potential sedimentation in Quantico Creek, reduce stormwater pooling in areas meant for public recreation, and contribute to the natural character of the Waterfront Small Area.

Guiding Principle(s):

Focus Areas:

Environmental Stewardship

Timeline: Long-term - To coincide with the development of the Waterfront.

Cost: Low- to Mid-Cost - For additional planning, environmental review and coordination, design, and construction.

Responsible Parties and Partnership: Town of Dumfries, private developers

Implementation and Next Steps: Following the completion of environmental studies, remediated and redeveloped sites should incorporate recommended amounts of pervious and flood management areas in their site plans. Consider introducing maximum impervious limits and floodplain setbacks in the applicable zoning codes for the Waterfront area. Incorporate natural vegetated swales and bioretention areas when designing Waterfront redevelopment.



W-11: Environmental Studies and Remediation

In recent decades, the land uses in the developable portion of the Waterfront Small Area have been largely industrial in nature. The area has hosted and continues to host a concrete production facility, building material storage lots, and vehicle parts and storage lots. Additionally, because the Waterfront is directly adjacent to portions of Quantico Creek, much of the area is environmentally sensitive and is located either in or adjacent to a designated Resource Protection Area. Developable parcels in the Waterfront Small Area need to be studied and remediated to ensure the stability and resilience of the floodplain, particularly as higher-intensity urban development is introduced to the area; and address the effects of past decades of industrial use in order to safely host residential, commercial, and recreational uses in the future.

Guiding Principle(s):

Focus Areas:

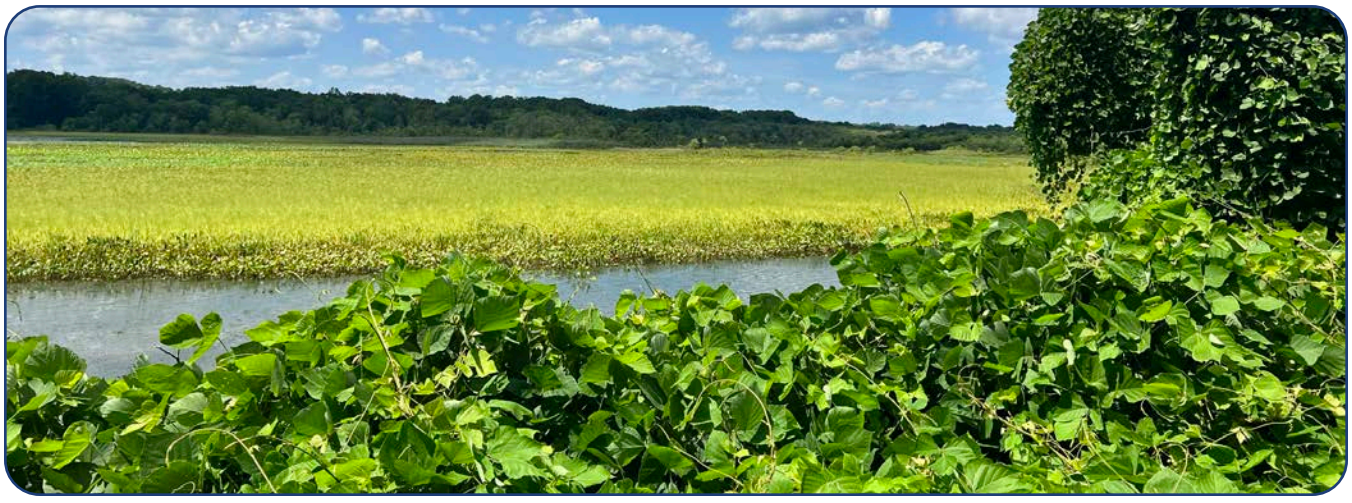
Environmental Stewardship

Timeline: Near-Term - Environmental studies will occur in the near-term to continue building the foundation for development of the Waterfront and will continue into the mid- to long-term to coincide with the development of the Waterfront. Remediation efforts will follow the results of environmental studies.

Cost: Low- to Middle-Cost - Environmental studies tend to fall in a low-to-middle cost range, though it is likely a series of them will be required for different phases of development. Environmental remediation will range from low to high cost, depending on the intervention identified. For example, dredging will likely be a high-cost effort, while other interventions, such as the creation of bioswales or the introduction of native vegetation, will likely be lower-cost efforts. To assist with associated costs, the town can leverage the awarded EPA Brownfields Grant and VADEQ VBAF Grant to complete studies and remediation.

Responsible Parties and Partnership: Town of Dumfries, Private Developers, Prince William County, Virginia Department of Environmental Quality

Implementation and Next Steps: Environmental studies in several parcels of the Waterfront Small Area are currently underway. As efforts continue to acquire parcels for development, Phase I and Phase II Environmental Site Assessments will be required. Next steps involve continuing communications with the current parcel owners about the vision for the Waterfront Small Area and ensuring cooperation in environmental site assessments for those parcels.



W-12: Extension of the Potomac Heritage National Scenic Trail along Quantico Creek | Rec No: 3

The Waterfront Small Area Plan is poised to provide unprecedented access to Quantico Creek for residents and visitors. Beyond this unique benefit, the mixed-use hub also offers an opportunity to connect Dumfries with other major regional assets, such as Prince William Forest Park and the Potomac Heritage National Scenic Trail.

This recommendation is already part of ongoing regional efforts, including a recently-planned route within the Main Street and Waterfront Small Areas, and a recent feasibility study by Prince William County. The effort will require continued coordination between the Town of Dumfries, Prince William County, VDOT, the National Park Service (NPS), and the Northern Virginia Regional Commission (NVRC).

Guiding Principle(s_:

Focus Areas:

Tourism, Recreation, Retreat

Timeline: The Prince William County feasibility study recommends a three-phased approach to the trail segment extension between the Town of Dumfries and Prince William Forest Park, with Phase 1 connecting to existing Town sidewalks, widening existing shared-use paths, and connecting to major points of interest. Phase 2 would continue the trail across town and west along Batestown Road; Phase 3 would connect to Prince William Forest Park, including the construction of a new pedestrian bridge over Quantico Creek. From final planning through design and construction of the Gap 2 portion of the PHNST extension, a five to ten year timeline would be likely. Following the completion of the Gap 2 segment, the extension of this trail into the Waterfront Small Area and beyond into the Potomac Shores development—per the PHNST alignment approved by Prince William County—would likely require: an additional feasibility study; a comparable amount of funding to the Gap 2 extension; and a similar timeline for planning, design, and construction as the Gap 2 extension.

Cost: High-Cost - For additional planning, design, and construction.

Responsible Parties and Partnership: Prince William County and/or the Town of Dumfries would lead the effort for continued planning, design, and construction of the trail with key partnerships with VDOT, the NPS, and NVRC.

Implementation and Next Steps: The County and Town should work to advance the trail project from planning to the preliminary design phase and continue to coordinate with the NVRC. This includes securing funding for design and the required environmental approvals, such as grants and public-private partnerships. In addition, the Town and County should continue incorporating the preferred alignment in relevant planning documents and begin right-of-way acquisition and land agreements needed to secure the right-of-way for the preferred alignment.

Figure 23: Extension of the Potomac Heritage National Scenic Trail along Quantico Creek



W-13: Central Greenway | Rec No: 4

A Central Green Spine or greenway through the redeveloped Waterfront mixed-use hub will provide a key pedestrian and bicycle connection to and through the Hub. The greenway is proposed to begin with a pedestrian bridge over Fraley Boulevard and extend into and through the Hub to the creekfront. The greenway will give the public opportunities to interact with nature through the reintroduction of native species as well as educational opportunities. The greenway will act as a feature element of the Hub and contribute to the quality of life, both for residents of the Waterfront area and anyone who lives in or visits Dumfries.

In addition to the environmental assessments being undertaken for the Waterfront hub as a whole, specific environmental studies on the area of interest will be necessary as well as additional refinement of a preferred alternative to assist with real estate acquisition and permitting.

Guiding Principle(s):

Focus Areas:

Tourism, Recreation, Retreat

Timeline: Long-term - To coincide with the development of the Waterfront.

Cost: High-Cost - For additional planning, environmental review, design, real estate acquisition, and construction.

Responsible Parties and Partnership: Town of Dumfries, private developers, Prince William County

Implementation and Next Steps: Because the Central Greenway is the centerpiece mixed-use corridor in the Waterfront, it spans multiple parcels currently under different ownership. These parcels are also currently used for industrial purposes. The first steps will be to identify a preferred alignment, negotiate land acquisition, and conduct environmental studies.

Figure 24: Central Greenway



W-14: Nature Boardwalk and Trails | Rec No: 5

The Waterfront will be a key resource and destination for pedestrians and bicyclists in Dumfries. In addition to the Potomac Heritage Trail extension and the Central Greenway through the mixed-use hub, the area will provide access to the area's native flora, fauna, and geographical, geological, and historical resources through a nature boardwalk among the wetlands adjacent to the Waterfront. The boardwalks will provide a first-of-its-kind connection to Quantico Creek in Dumfries, improving quality of life for current and future residents and visitors.

Guiding Principle(s):

Focus Areas:

Tourism, Recreation, Retreat, Environmental Stewardship

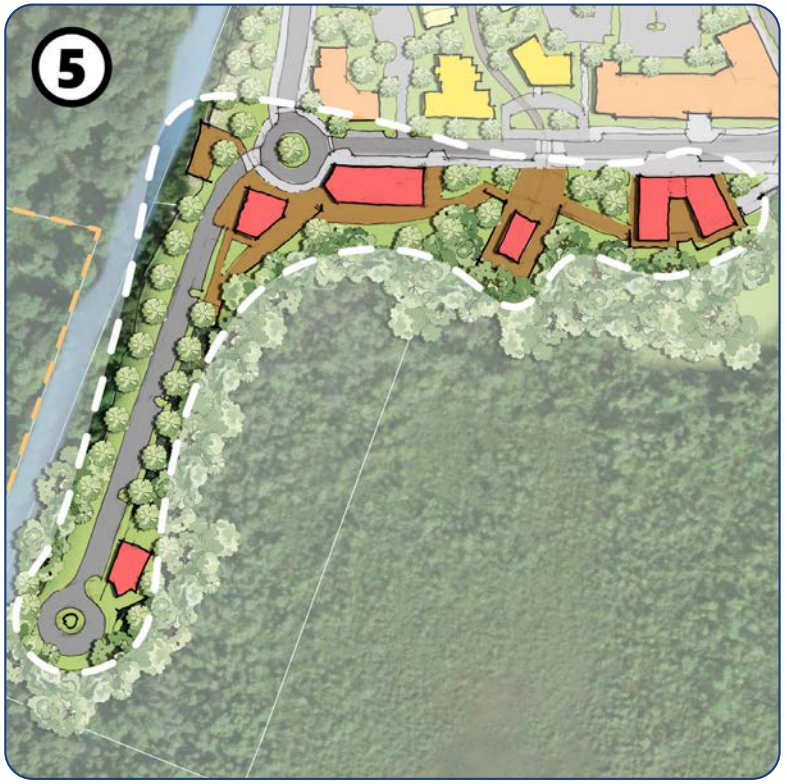
Timeline: Long-term - To coincide with the development of the Waterfront.

Cost: High-Cost - for additional planning, environmental review and coordination with USACE, design, and construction.

Responsible Parties and Partnership: Town of Dumfries, Prince William County, NOVA Parks, NPS, USACE

Implementation and Next Steps: Given the proposed location of the nature boardwalk in the wetlands surrounding the Waterfront hub, it will require extensive environmental study and review as well as ongoing coordination with USACE. This work will be required to identify boardwalk and trail alignments through current wetlands and must be coordinated with the current sensitive natural environment and the Waterfront development effort.

Figure 25: Nature Boardwalk and Trails



W-15: Shared Parking Overlays | Rec No: 2

Allowing adjacent and nearby mixed-use parcels or residential parcels to share parking spaces limits the amount of space dedicated for vehicle activity and to satisfy now-shared parking minimum requirements and increases the amount of space dedicated for people to enjoy. In a flood-sensitive area, shared parking overlays contribute to 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 assist with constraining 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.

Guiding Principle(s):

Focus Areas:

Tourism, Environmental Stewardship

Timeline: Long-term - To coincide with the development of the Waterfront

Cost: Low-Cost - For implementation and enforcement of the ordinance

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

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 26: Shared Parking Overlays



W-16: Surface Lot Parking | Rec No: 6

Several surface lots, located as interior courtyards to mixed-use buildings and townhomes, provide ample parking space within the small area for residents and visitors alike. This makes automobile traffic possible while maintaining a pedestrian-oriented space. When initiating redevelopment efforts in the Waterfront area, surface parking lot should be considered as part of a phased approach. This protects the town from overbuilding parking garages before demand is established. At the same time, the surface parking lots should be sited such that in the event of major future parking demand, these surface lots can be converted into higher-capacity structures.

Guiding Principle(s):

Focus Areas:

Tourism

Timeline: Long-term - To coincide with the development of the Waterfront.

Cost: High-Cost - For additional planning, environmental review and coordination, design, and construction.

Responsible Parties and Partnership: Town of Dumfries, private developers, local entrepreneurs

Implementation and Next Steps: Conduct a feasibility study for potential development sites in the Waterfront area and scale parking appropriately to demand drivers.

Figure 27: Surface Lot Parking



W-17: Waterfront Access Points

There are three access points for automobiles that are designed into the Waterfront Small Area illustrative plan:

1. **Canal Road**
(from Fraley Boulevard)

This entrance requires a right turn from Fraley Boulevard. Inside the Waterfront Small Area, Canal Road splits into two approximately east-west corridors that provide automobile access throughout the area.

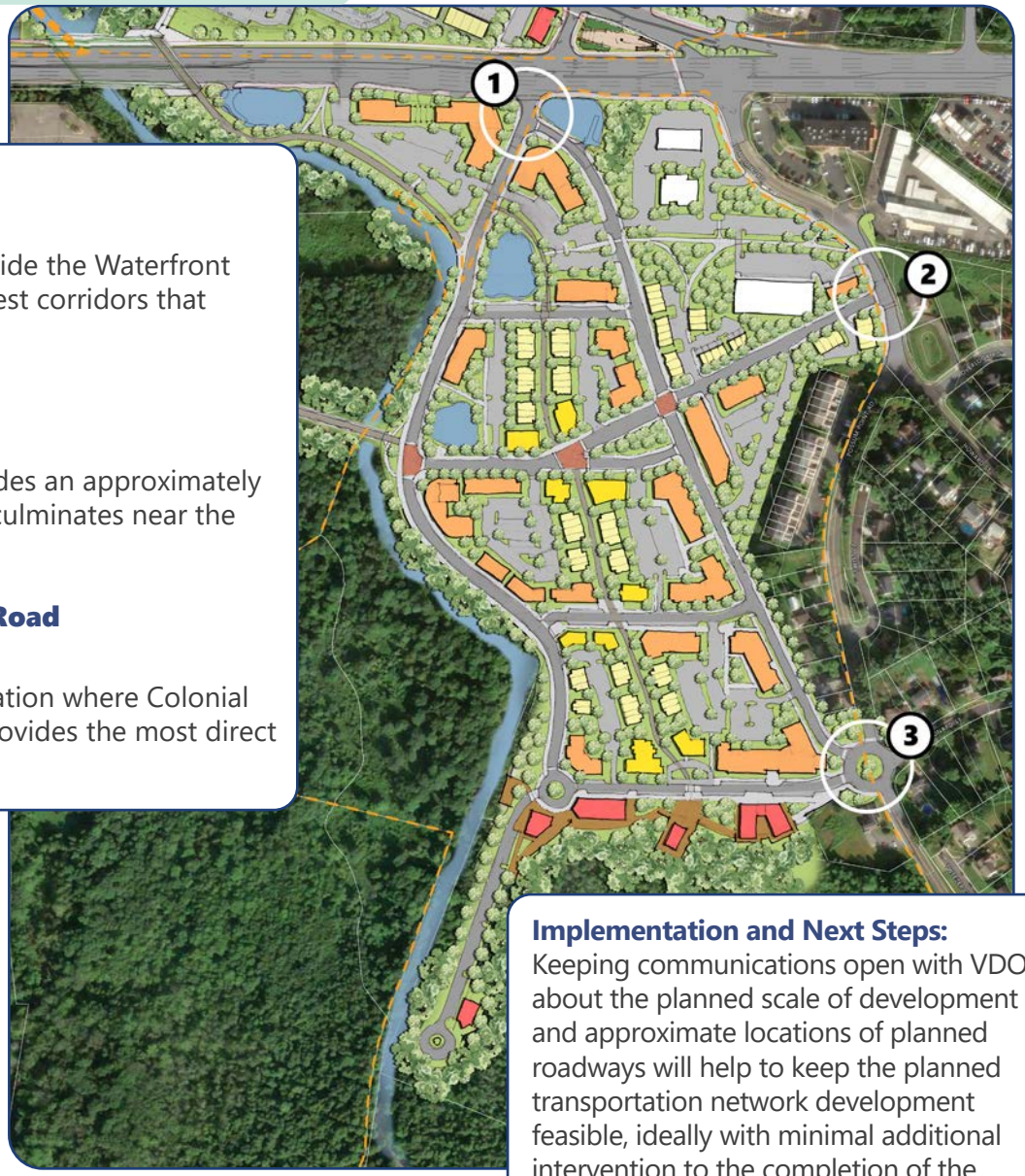
2. **Clark Electric Road**
(from Possum Point Road)

This entrance is located off of Possum Point Road, and provides an approximately north-south automobile corridor through the Small Area. It culminates near the pedestrian connection to the Williamstown neighborhood.

3. **Roundabout at Leonard Street and Colonial Port Road**
(from Possum Point Road)

This entrance is located off of Possum Point Road, at the location where Colonial Port Road currently enters the Waterfront Small Area, and provides the most direct access to the boardwalk portion of the Small Area.

Figure 28: Waterfront Access Points



Guiding Principle(s):

Focus Areas:

Tourism, Recreation, Retreat, Environmental Stewardship

Timeline: Long-term - To coincide with the development of the Waterfront and completion of Route 1 Road Widening.

Cost: High-Cost - For additional planning, environmental review and coordination, design, and construction.

Implementation and Next Steps: Keeping communications open with VDOT about the planned scale of development and approximate locations of planned roadways will help to keep the planned transportation network development feasible, ideally with minimal additional intervention to the completion of the Route 1 Road Widening project.

Responsible Parties and Partnership: Town of Dumfries, VDOT, private developers

Draft Plan
October 2026

TOWN OF DUMFRIES

Small Area Plans