Appendix
October 2026



TOWN OF DUMFRIES

Small Area Plans

Appendix A

TOWN OF DUMFRIES

Small Area Plans

TOWN OF DUMFRIES
Small Area Plans

Existing Conditions Report

Main Street Commons | Dumfries Gateway | The Waterfront

1 Introduction

What does this report contain?

This is the Existing Conditions Report for the Town of Dumfries Small Area Plans. An existing conditions report aims to detail the current physical and environmental state of a site before any new developments are planned. It provides residents and decisionmakers with a shared understanding of facts to help shape future growth.

This report is divided into **eight** sections:

1. Introduction

This section introduces the report, as well as area of study.

2. Previous Plans Review

This section highlights key takeaways from relevant prior planning efforts undertaken in Dumfries.

3. Dumfries in Context

This section focuses on Dumfries's data profile, including its current demographics and trends, socioeconomic profile, employment profile, and business profile. It also contains information regarding the annual average daily traffic for key roadways in and around Dumfries, transit network services, and the current town zoning map.

The next three sections highlight existing conditions for each of our three Small Areas.

Each section covers the current character of the area, existing land use, residential and commercial developments, parks and open space, resource protection areas and tree cover, flood hazard and impervious areas, utilities, and transportation context.

4. Small Area: Main Street Commons

5. Small Area: Dumfries Gateway

6. Small Area: The Waterfront

7. Peer City Overview

This section examines five cities and towns that may serve as useful examples as Dumfries begins its Small Area planning effort.

8. Next Steps

This section highlights information from the Existing Conditions Report that will be carried forward into the Small Area Plans.

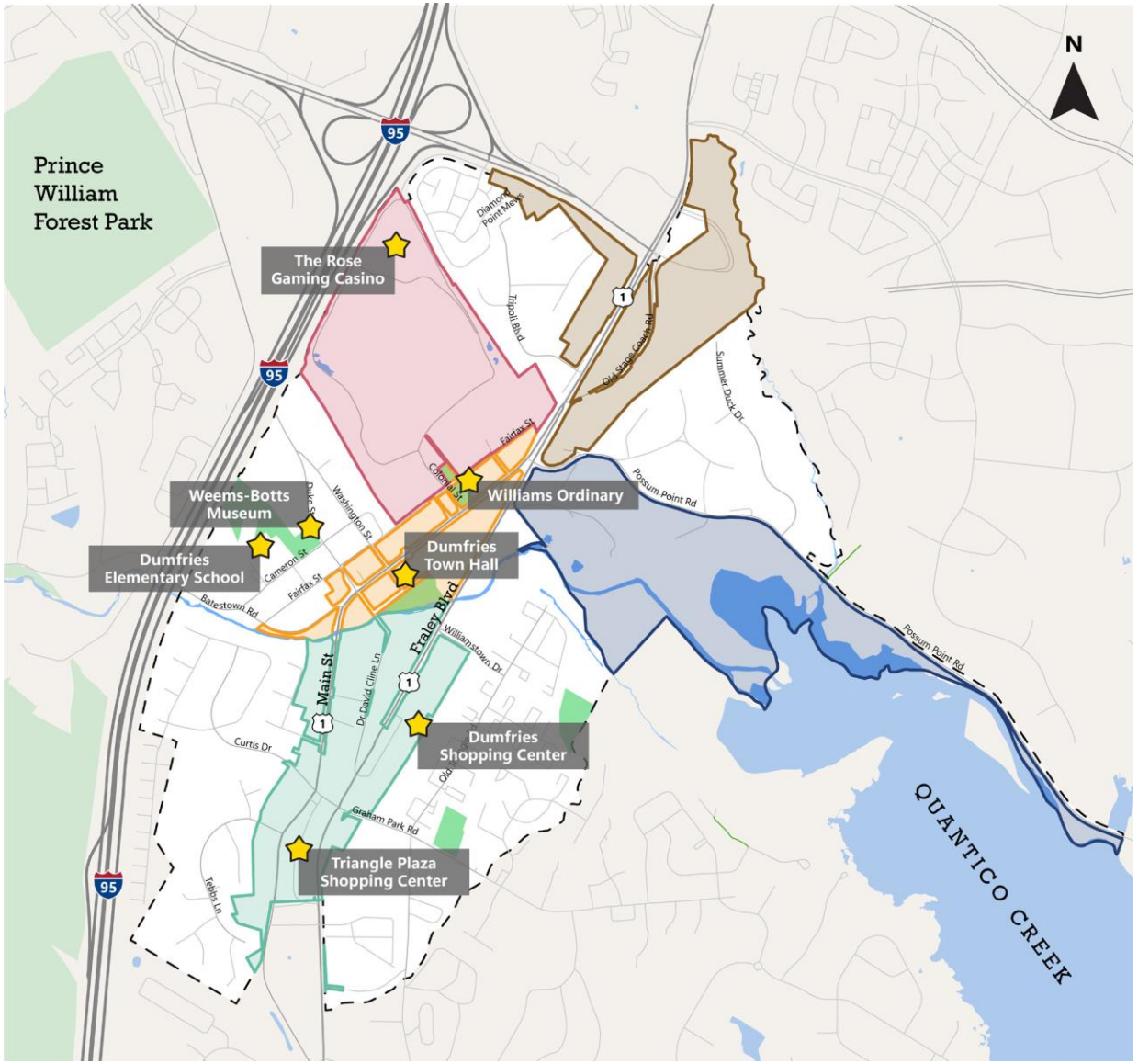
Small Areas Overview

The Town of Dumfries is in southeast Prince William County, sandwiched between Prince William Forest Park and I-95 to the west and the Quantico Creek Estuary to the east. Route 1 splits Dumfries into east-west halves, and Quantico Creek splits Dumfries into north-south halves. The total land area within the Dumfries town boundary is approximately 1.63 square miles.

The town's most recent comprehensive plan, Destination Dumfries, identified five Small Areas to be developed into mixed-use hubs to further the town's vision. This existing conditions report will examine three of these five Small Areas:

- Main Street Commons
- Dumfries Gateway
- The Waterfront

- Dumfries Boundary
- The Waterfront
  Mixed-use Hub Parcel Boundary
- Main Street Commons
  Mixed-use Hub Parcel Boundary
- The Entertainment District
  Mixed-use Hub Parcel Boundary
- Dumfries Gateway
  Mixed-use Hub Parcel Boundary
- Route 234 Crossroads
  Mixed-use Hub Parcel Boundary



2 Review of Previous Plans

Overview

The Review of Previous Plans section highlights the recent relevant planning documents that will inform the three Small Area Plans and describes how each document will do so.

The current existing conditions in Dumfries are the foundation and context for its future planning efforts. These conditions arise from the town's unique social, historical, and geographical context, and the town's history of planning and development patterns that respond to and reshape this context.

In recent years, Dumfries has been making significant planning and development efforts towards establishing itself as a destination in Northern Virginia. To achieve this vision, the town's recent and current planning efforts are centered around two primary objectives: (1) the establishment of five distinct mixed-use hubs and (2) strengthening pedestrian facilities and streetscapes that will connect the hubs into one cohesive destination: Dumfries.

The documents reviewed in this section are especially relevant to one or more of the three Small Areas:


Main Street Commons


Dumfries Gateway


The Waterfront

Document Name	Year Adopted	Relevant Area(s)
Destination Dumfries 2044	2025	● ● ●
Envisioning Dumfries Area-Wide Plan	2026	●
Main Street Small Area Plan & Planned Main Street District Pattern Book	2020	● ●
Fraley Boulevard (Route 1) Road Widening Project Plan Sheets	2021	● ● ●
Williamstown Drive Complete Streets Draft Report	2024	● ● ●
Town of Dumfries MS4 Program Plan	2023	● ● ●
Waterfront Area Technical Assistance Panel Report	2022	●
Possum Point Coal Ash Ponds VPDES Permit	2012	●
Quantico Creek Watershed Assessment	2011	● ● ●

Destination Dumfries 2044

Year Completed: 2025 | **Completed By:** Town of Dumfries

What is this document?

This is the current comprehensive plan for Dumfries, adopted in June 2025. It serves as the primary planning document for Dumfries, and it is the basis of justification for developing Small Area Plans towards the creation of mixed-use hubs.

What does this document mean for the Small Area Plans?

Because the Small Area Plans are being developed as a result of the comprehensive plan, this document is the primary guiding document for the current planning effort. These Small Area Plans will align with and further develop the priorities identified in Destination Dumfries 2044.

How will this document be used in the Small Area Plans?

This document sets a vision and priorities for what the Small Area Plans should accomplish for each Small Area. As the most recent comprehensive plan, it also provides the overall planning context that each Small Area Plan must situate itself within.

RELEVANT AREAS:

- Main Street Commons
- Dumfries Gateway
- The Waterfront

LINK TO DOCUMENT

Key Takeaways

- Mixed-use hubs support Dumfries's vision, which has 3 components:
  - Dumfries is a destination, not just a place to pass through.
  - Dumfries is a complete community, where residents and visitors are able to work, play, and relax.
  - Dumfries is accessible and connected via all modes of transportation.
- Walkable and Accessible Destinations: There are limited retail and dining options located within town boundaries accessible to pedestrians and bicyclists. The Quantico Creek waterfront is identified as a key underutilized natural asset that currently lacks public access.
- Connectivity: Route 1 presents a physical and psychological barrier between the east and west sides of town. Without thoughtful planning, the Route 1 widening project will further constrain east-west connections in Dumfries. The cul-de-sac roadway pattern prevalent throughout the town also limits connectivity to residential developments and other land uses.
- Maintain Affordability and Expand Housing Options: The town has a tight housing market. Further, the share of income required by residents to pay for housing has been increasing.

Envisioning Dumfries Area-Wide Plan

Year Completed: 2026 | **Completed By:** Town of Dumfries

TOWN OF DUMFRIES
Small Area Plans

What is this document?

This plan was completed as part of the Brownfields Site Assessments for the Dumfries Waterfront and the planned Community Center on Graham Park Road. It provides a framework for guiding reinvestment into two Small Areas on the eastern side of Route 1 in Dumfries: the Graham Park Road Corridor and the Waterfront. In April 2026, it was presented to Dumfries Town Council as a concept to define uses to be included in the environmental analysis and assessments.

What does this document mean for the Small Area Plans?

This document can be considered a conceptual precedent Small Area Plan for the Waterfront Small Area, for which it defines a long-range priority framework. It is also a near-term plan for the Graham Park Road Corridor, which neighbors all three of the Small Areas of interest, making its recommendations relevant to the Small Area Plans.

How will this document be used in the Small Area Plans?

Regarding the Waterfront, the new Small Area Plan should expand upon, clarify, and make the findings of this plan more robust with short-range implementation strategies. Its recommendations for the Graham Park Corridor should be integrated with the character and connectivity considerations for the Small Areas.

RELEVANT AREAS:

The Waterfront

LINK TO DOCUMENT

Key Takeaways

- Graham Park Road Corridor: This plan offers near-term recommendations for the Graham Park Road Corridor, which it identifies variously as a "civic heart" and a "unified civic campus that consolidates and modernizes community facilities." This has some amount of character overlap with the Main Street Commons Small Area.
  - The centerpiece of these recommendations is the creation of a Dumfries Community Center to be located in this area, which is across Fraley Blvd (Route 1 Northbound) from the Main Street Commons area. This will likely increase the importance of a connection linking the east and west sides of town into a unified town center.
- Consistent Regulatory Requirements: This plan identifies regulatory requirement updates to support the implementation of this area-wide plan, particularly related to civic uses, building scale, floodplain considerations, and walkability. These requirements may be relevant to the Small Areas.
- Ongoing Environmental Studies and Timelines: Environmental studies are still underway in both the Graham Park Road Corridor area and the Waterfront area. These studies and their subsequent remediation projects and timelines will shape and constrain redevelopment efforts in these areas.

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

Year Completed: 2020 | **Completed By:** Town of Dumfries

RELEVANT AREAS:

Main Street Commons

Dumfries Gateway

SMALL AREA PLAN

PATTERN BOOK

What are these documents?

In August 2020, Dumfries Town Council passed an amendment to the 2014 Comprehensive Plan to include a new Small Area Plan to guide mixed-use redevelopment along Main Street. This document includes a Small Area Mobility Plan and policy recommendations, including two new zoning districts, as well as visualizations of typical development projects that can be carried out at the parcel level.

What do these documents mean for the Small Area Plans?

These can be considered a precedent Small Area Plan and design guidelines for both the Main Street Commons and Dumfries Gateway areas: its zoning districts, policy recommendations, and visualizations were created to pertain to an area that encompasses both Small Areas.

How will these documents be used in the Small Area Plans?

Because these documents were created over five years ago, their policy recommendations, design guidelines, and outcomes should be evaluated and updated by the new Small Area Plans. **Strengths and opportunities should be built upon. Key plan items that have not been implemented should be analyzed for barriers to implementation**, which should be addressed in the new Small Area Plans.

Key Takeaways

- Promoting a Walkable and Active Town Center: Both documents highlight the importance of an "active center with walkable design" to promote active and healthy lifestyles throughout the town. The documents propose to achieve this through a variety of interconnected paths throughout the Main Street area that include connections to adjacent neighborhoods and communities.
- Human Scale Streetscapes: Both documents recommend that the streetscape should prioritize the pedestrian experience rather than the automobile user's experience. This reinforces the town's character as a destination, rather than a place to pass through. Specifically, the documents identify that:
  - Buildings should face the street, with all buildings on Main Street having a setback between 0 and 15 feet. Uses in the street, setback area, and building ground floors should activate the streetscape for pedestrian uses in this zone (outdoor dining, outdoor patio seating, landscaping, etc.).
  - The Main Street streetscape should have attractive and inviting spaces for members of the public to gather, creating a sense of place. This includes decorative pavers, pedestrian lights, furnishings, plantings, and public art.

Fraley Boulevard (Route 1) Road Widening Project Plan Sheets

Year Completed: 2013 | **Completed By:** VDOT

RELEVANT AREAS:

Main Street Commons

Dumfries Gateway

The Waterfront

LINK TO DOCUMENT

What are these documents?

These are the roadway engineering drawings and public meeting materials pertaining to the Fraley Boulevard (Route 1) Road Widening Project that runs through the Town of Dumfries. They were last updated in July 2023.

What does this document mean for the Small Area Plans?

This corridor connects to all three of the Small Areas, and is a major infrastructure project that will affect the entire town both during its construction and following its completion. Because the Main Street right-of-way will turn over to the town following the project, many of the current Main Street redevelopment plans are contingent on its completion. Further, because it adds a key north-south pedestrian corridor to the town, many pedestrian network plans in the town also rely on its completion.

How will this document be used in the Small Area Plans?

Because the Small Area Plans are to further the development of walkable mixed-use hubs in Dumfries, this project is highly relevant to planning for the transportation connections necessary to the success of the Small Areas. Considerations regarding the project's physical footprint will likely also shape the design of the Small Areas.

Key Takeaways

- Project Timeline and Administration: This project has been in development since 1994. Originally administered by VDOT, project administration shifted to Prince William County in 2021. The design period for this project is June 2021 to Summer 2026. Construction is slated to start in Fall 2028 and to complete by Spring 2031.
- Physical Characteristics: This project aims to widen 2 miles of Fraley Boulevard (Route 1 Northbound) through the Town of Dumfries from two lanes of 35mph unidirectional traffic to six lanes of 45 mph bidirectional traffic. The current right-of-way of Fraley Boulevard varies between roughly 30 to 50 feet. The planned right-of-way (including the 5-foot sidewalk on the east side and Shared-use path on the west side) is approximately 150 feet.
- Pedestrian Connections: This project adds a key missing north-south link to the pedestrian network in Dumfries. However, east-west links remain lacking. There are three intersections where signalized pedestrian crossings are planned, each of which has one east-west crossing. These are at:
  - Quantico Gateway — distance to next crossing: 2,764 ft. (0.52 miles)
  - Graham Park Road — distance to next crossing: 4,291 ft. (0.81 miles)
  - Possum Point Road — distance to next crossing: 2,592 ft. (0.49 miles)
- Main Street Redevelopment: Following the completion of this project, the Main Street right-of-way is to turn over to the Town of Dumfries. This change of ownership is viewed as crucial to converting Main Street into a walkable Complete Street. However, according to the current timeline, this will not occur until 2031.

Williamstown Drive Complete Streets Draft Report

Year Completed: 2024 | **Completed By:** Town of Dumfries

RELEVANT AREAS:

Main Street Commons

Dumfries Gateway

The Waterfront

LINK TO DOCUMENT

What is this document?

This report recommends short- and long-term improvements to Williamstown Drive. Its recommendations are integrated with Town growth plans and address short-term needs identified through community engagement efforts. The report is also supported by traffic data as a phase-in to long-term plans to create multimodal Complete Street "spokes," which are connections from surrounding communities to the Main Street Corridor.

What does this document mean for the Small Area Plans?

This report can be considered a preliminary evaluation of pedestrian and bicycle facilities in Dumfries, particularly on the eastern side of Route 1. Because its focus is on strengthening what it identifies as a key corridor for bicyclists and pedestrians, its recommendations for facility connections and improvements are relevant to any recommendations developed by the Small Area Plans.

How will this document be used in the Small Area Plans?

The recommendations for improving bicyclist and pedestrian facilities and recommendations for added connections will be considered and applied where relevant in the mobility component of the Small Area Plans.

Key Takeaways

- Relationship to the Route 1 Road Widening Project: While the Town foresees Williamstown Drive as a multimodal connection from the Williamstown neighborhood to the Main Street area, until the Fraley Boulevard Road Widening Project is complete, minimal viable road networks exist for pedestrians and bicyclists. The new sidewalk and shared-use path introduced by the road widening project will add a north-south multimodal corridor through Dumfries, but east-west connections still appear to be limited. Further, the current road widening plans do not include any pedestrian or bicycle amenities for a crossing at Williamstown Drive. The nearest planned signalized crossing is at Graham Park Road.
- Missing Pedestrian Accommodations: Minimal pedestrian accommodations, such as crosswalks, pedestrian signals, and road markings and signage, exist on Williamstown Drive and Old Triangle Road. Streetlighting is also inconsistently located on these streets. Further, the report also notes the lack of anchor destinations that encourage and facilitate pedestrian (rather than automobile) access throughout the area.
- Pedestrian or Automobile Priority: The previous Main Street Small Area Plan stipulates that the new streetscape should be designed for all users of all abilities on Main Street, but the surrounding and connecting transportation network in Dumfries is auto-oriented and is generally unsuited for pedestrian and bicyclist travel. Because these are networks, improvements to walkability or bikeability should be consistently applied to strengthen the viability of these modes everywhere in the town.

Town of Dumfries MS4 Program Plan

Year Completed: 2023 | **Completed By:** Town of Dumfries

What is this document?

The Municipal Separate Storm Sewer System (MS4) Program Plan is a regulatory framework established by the EPA and serves as a management tool developed to help the Town of Dumfries comply with the six minimum control measures of the MS4 permit issued by the DEP.

What does this document mean for the Small Area Plans?

The Small Area Plans likely will contain some guidance for prioritization and development of construction projects, which will require adherence to minimal control measures (MCMs) 4 through 6.

How will this document be used in the Small Area Plans?

The Small Area Plans can incorporate and build off of the public education initiatives around stormwater to strengthen community advocacy for a greenways and blueways system and investment in the stormwater system. Community-building projects may present an opportunity to create an engaged contingency who will continue to push for the elements that can make mixed-use development successful in Dumfries. It can inform the design of green infrastructure to enhance the quality of water in Quantico Creek.

RELEVANT AREAS:

- Main Street Commons
- Dumfries Gateway
- The Waterfront

LINK TO DOCUMENT

Key Takeaways

- Water and Sewer Management: All the rainwater from land in Dumfries drains to a Municipal Separate Storm Sewer System (MS4). This encompasses roads with drainage systems, municipal streets, catch basins, curbs, gutters, ditches, manmade channels and storm drains that (1) are owned by a public body that has jurisdiction for erosion and sediment control and stormwater management and (2) discharge to surface waters.
- Minimal Control Measures: There are six minimal control measures (MCMs) defined by this document that allow Dumfries to comply with their permit for discharging from their Small Municipal Storm Sewer Systems:
  - MCM-1: Public Education and Outreach
  - MCM-2: Public Involvement and Participation
  - MCM-3: Illicit Discharge Detection and Elimination
  - MCM-4: Construction Site Runoff
  - MCM-5: Post-Construction Stormwater Management
  - MCM-6: Pollution Prevention and Good Housekeeping for Municipal Operations

Waterfront Area Technical Assistance Panel Report

Year Completed: 2022 | **Completed By:** Urban Land Institute

RELEVANT AREAS:

The Waterfront

LINK TO DOCUMENT

What is this document?

This report from a professional team of the ULI is part of the continuous effort to lay the groundwork for creating a walkable, commercially-viable town center along Main Street. For the Waterfront district, the study examines methods of achieving mixed-use and higher-intensity development and recommends policies towards a more diverse housing mix.

What does this document mean for the Small Area Plans?

Because the objectives of this report—to achieve mixed-use and higher-intensity development in the Waterfront district—are closely related to those of the Waterfront Small Area Plan, many of its findings and recommendations regarding the area's strengths, weaknesses, and opportunities remain relevant to the current effort.

How will this document be used in the Small Area Plans?

The Small Area Plans will follow-up and, when appropriate, reference this report. Its findings and recommendations will be reviewed for their current relevance and updated or addressed as applicable. Implemented items from this report will be evaluated for their outcomes, and unimplemented items will be assessed for barriers to implementation or changes to plan in light of new information.

Key Takeaways

- Automobile Access Points to the Waterfront: Possum Point Road is likely to provide the only full-movement automobile access to the Waterfront district. The current Route 1/Fraley Boulevard road widening plans indicate that Canal Road will have a limited access condition into the property. Possum Point Road is currently a narrow two-lane road section that is the primary access road to and from the Dominion power plant. As a consequence, it sees regular heavy truck traffic.
- Pedestrian and Bicyclist Access Points and Network to the Waterfront: Pedestrian access to the site is limited today, and plans for Fraley Boulevard's road widening do not provide for significant east-west pedestrian improvements. The width of the road section may deter many people from crossing, and proposed pedestrian facilities appear minimal and do not connect to a larger system of paths. There are limited bike facilities in the area as well. Strong connectivity to the Main Street district and The Rose would be ideal for Waterfront redevelopment.
- Identified Recommendations: This study identifies the following recommendations for the Waterfront area:
  - Public accessibility to Quantico Creek should be increased via improved transportation network connectivity to and within the Waterfront area.
  - Existing impervious areas can be redeveloped into a new town cultural resource around the site's history and environment. On undevelopable land, an eco-park for environmental restoration and education can be created.

Possum Point Coal Ash Ponds VPDES Permit

Year Completed: 2012 | **Completed By:** VPDES

What is this document?

This document is a Virginia Pollutant Discharge Elimination System (VPDES) Permit dating back to 2012. It is a major industrial permit that addresses discharge resulting from the operation of the existing 660 Megawatt (MW) natural gas and oil-fired steam electric generating station. This permit action consists of updating the proposed effluent limits to reflect the Virginia Water Quality Standards.

What does this document mean for the Small Area Plans?

This document outlines some of the known public health hazards and concerns that result from power station pollutants. In particular, because the Possum Point Power Station previously operated as a coal-powered plant, this permit pertains to the resultant coal ash ponds and its effects on nearby Quantico Creek. Findings from this report should inform the land uses considered for the redevelopment of the Waterfront area.

How will this document be used in the Small Area Plans?

Because this permit is nearly fifteen years old and the power station now operates on different fuel sources, not all of its findings may be relevant. However, the pollutants and environmental effects described by the permit provide an idea of possible existing constraints on land and recreational uses in the Waterfront area as environmental studies are completed.

RELEVANT AREAS:

The Waterfront

LINK TO DOCUMENT

Key Takeaways

- Coal Ash Pond Pollutants and Quantico Creek: Outfalls of the Possum Point Plant coal ash ponds discharge into a portion of tidal Quantico Creek.
- Identified Restrictions on Land Uses:
  - Fish consumption use is categorized as impaired due to a Virginia Department of Health Division of Health Hazards Control Polychlorinated Biphenyl (PCB) fish consumption advisory. This advisory was a result of fish tissue monitoring throughout the Quantico Creek area.
  - Recreation and wildlife uses were not assessed for a certain portion of Quantico Creek. The downstream-most segment of tidal Quantico Creek was determined to be fully supportive of recreation and wildlife uses.
  - Coastal 2000 weight-of-evidence analysis, which utilized bulk chemical data, toxicity test data, and an evaluation of benthic community conditions, resulted in an Impaired determination for aquatic life use. Elevated nickel levels were one listed reason for this assessment.

Quantico Creek Watershed Assessment

Year Completed: 2011 | **Completed By:** Prince William County

What is this document?

This report presents the findings of a rapid watershed assessment of the Quantico Creek Watershed. It provides management strategies to protect it, its streams and tributaries, as well as the larger Potomac Watershed. It also provides stormwater management and planning alternatives, including prioritization and cost opinions for capital improvement projects within the Watershed. A watershed is an area of land where all rain and snow drain downhill into a common body of water.

What does this document mean for the Small Area Plans?

This is an environmental assessment regarding the entire Quantico Creek watershed, within which nearly the entirety of Dumfries's town limits are located. The primary concern of this document is the relationship between intensity of land development, especially the introduction of impervious surfaces and additional mass, and land erosion or siltation into bodies of water.

How will this document be used in the Small Area Plans?

This document provides important information regarding Dumfries's environmental context. Introduced land uses and any development or redevelopment should work within this environmental context, not against it. In particular, if the town desires to dredge Quantico Creek, this document warns that additional land development may increase the amount of sediment entering the creek, resulting in the loss of any benefit from dredging if open channel recommendations are not implemented first.

RELEVANT AREAS:

Main Street Commons

Dumfries Gateway

The Waterfront

LINK TO DOCUMENT

Key Takeaways

- Intertwined History of Dumfries and Quantico Creek: When Dumfries was founded in the early 1700s, it became the oldest chartered town in Virginia. At this time, it was a thriving port town. Due to extensive land clearing along the adjacent hillsides for settlement and agriculture, the soil in this area increasingly eroded, generating large volumes of sediment which deposited at the mouth of the port, making it inaccessible to commercial vessels. This had a significant detrimental effect on the town's economy and role in the region.
- Continued Erosion in the Watershed Due to Development: The establishment of shipyards in the town of Quantico and the Marine Base in the early 1900s made direct alterations to Quantico Creek. These alterations had a significant effect on the hydrologic regime and channel stability; most notably, the construction of a sewage treatment facility resulted in the relocation and channelization of the lower portion of Quantico Creek, which aggravated bank erosion as the steam adjusted to regain a stable gradient.
- Dredging Activity and Sedimentation: Reducing the quantity of sediment generated in the eroding reaches of Quantico Creek will help maintain the benefits of any dredging activity; on the other hand, the benefits of any dredging activity will quickly be lost if Open Channel Recommendations are not implemented first.

3 Dumfries in Context

Population Characteristics

KEY TAKEAWAYS

- For the last 10 years, Dumfries's population has grown at around the same pace as Prince William County's (PWC's) population (+14%).
- Dumfries is a diverse community, and can be considered a majority-minority town: 79.5% of Dumfries's population identifies as non-White. In this regard, it is more diverse than PWC as a whole, where 62.1% of the population identifies as non-White.
- Over one-third of Dumfries residents identify as Hispanic or Latino (36.9%) and over a quarter of Dumfries residents identify as Black or African American (26.7%), compared with 26.1% and 19.6% respectively in PWC.
- Dumfries, slightly more than other places in PWC, is a place where families with children come to reside. In recent years, older adults have also chosen to come live in Dumfries, in roughly the same proportion that they have come to PWC to live.
- Proportionally, Dumfries may have less single adults or two-adult households than the rest of the County. This makes it an ideal place to live as a complete community.

RACE AND ETHNICITY

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

On the other hand, some populations are leaving Dumfries, decreasing both as a percentage of the population and in absolute numbers. The White population in Dumfries has decreased the most (-10.7%), consistent with trends observed in PWC (-9.1%). This likely means that those who identify as White who are leaving Dumfries are also leaving PWC.

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

AGE

As of 2024, Dumfries's population age proportions closely match that of the county as a whole, though it skews slightly younger. This is driven by a higher proportion of people under 20 than in the County, and a slightly lower proportion of those of retirement age.

In both absolute numbers and as a percentage of Dumfries's population, the retirement age population has grown the fastest, with the bulk of this growth seen in those aged 65 to 74 (+5.2% / +343 persons).

Though the working age population (ages 20-64) has decreased as a percentage of Dumfries's population (-3.9%), it has grown in absolute numbers since 2014 (+160 persons).

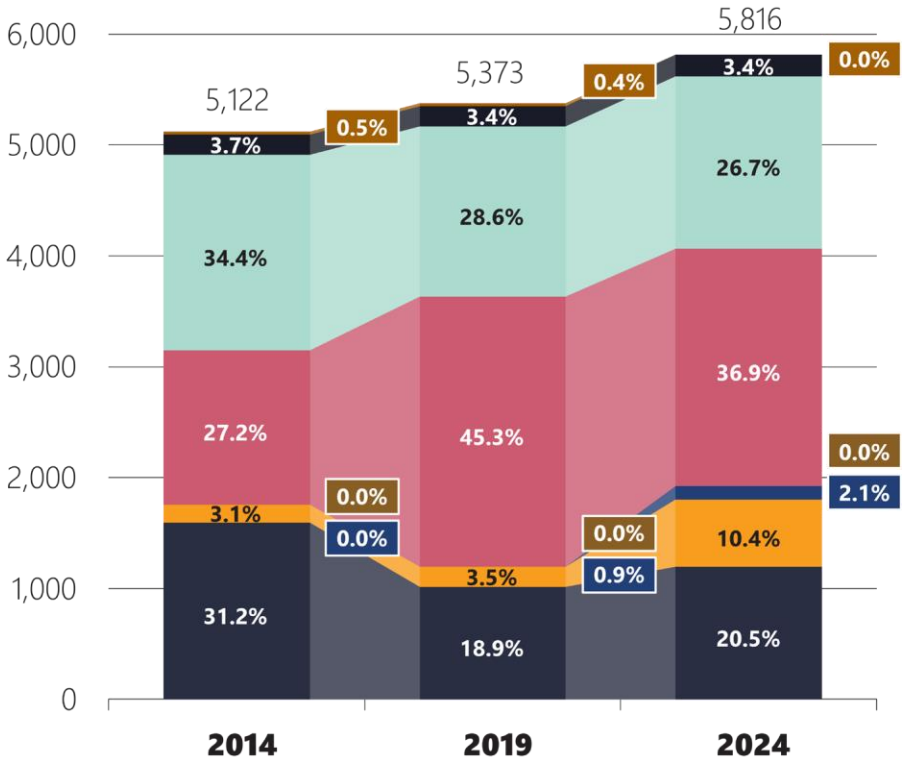
Similarly, though the younger population in Dumfries has decreased as a percentage of Dumfries's population (-0.3%), the younger population has grown in absolute numbers since 2014 (+191 persons).

All data on this page is from 2024 ACS 5-Year Estimates Data Profiles for the Town of Dumfries, Prince William County, and the State of Virginia.

Population Characteristics

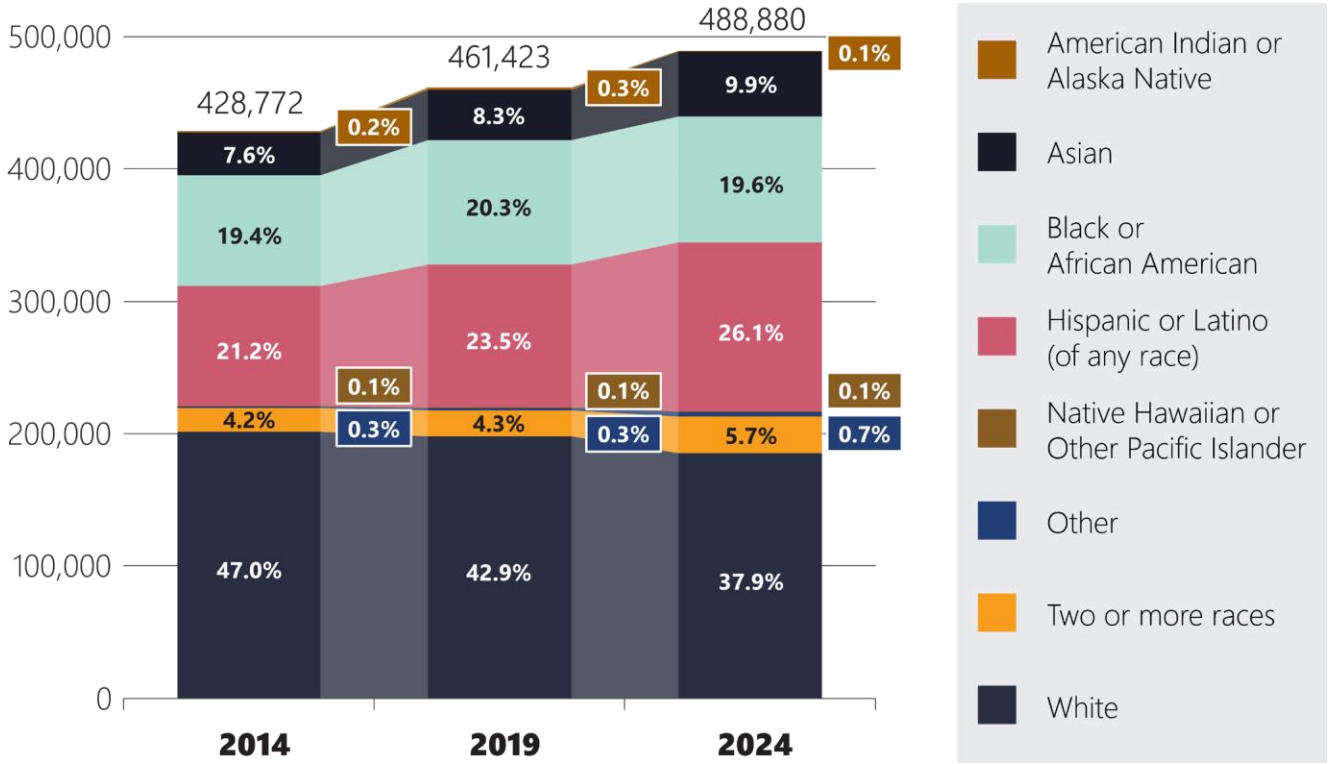
Dumfries

Population by Race and Ethnicity



Prince William County

Population by Race and Ethnicity

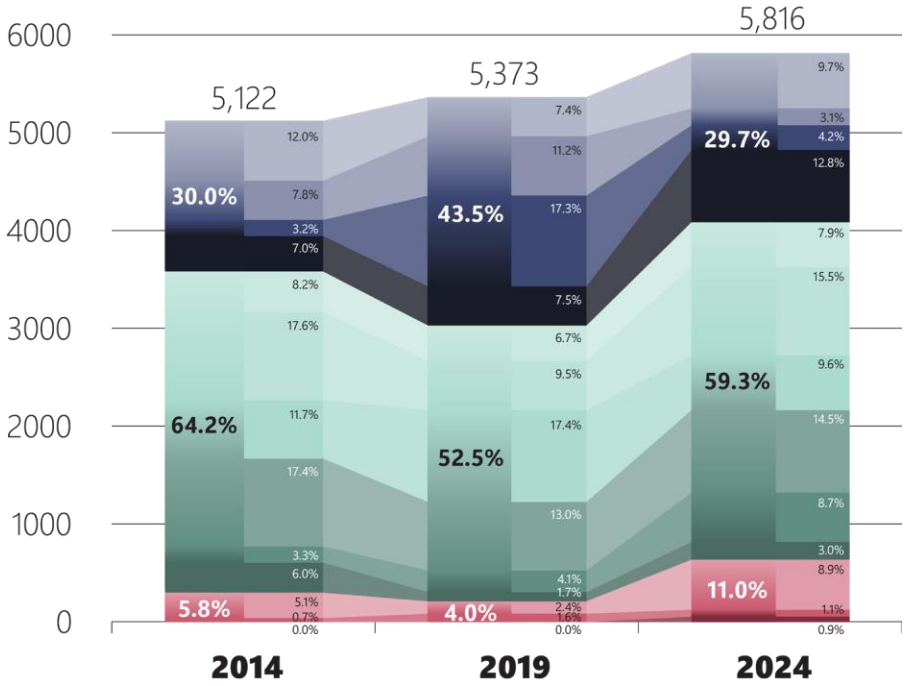


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Population Characteristics

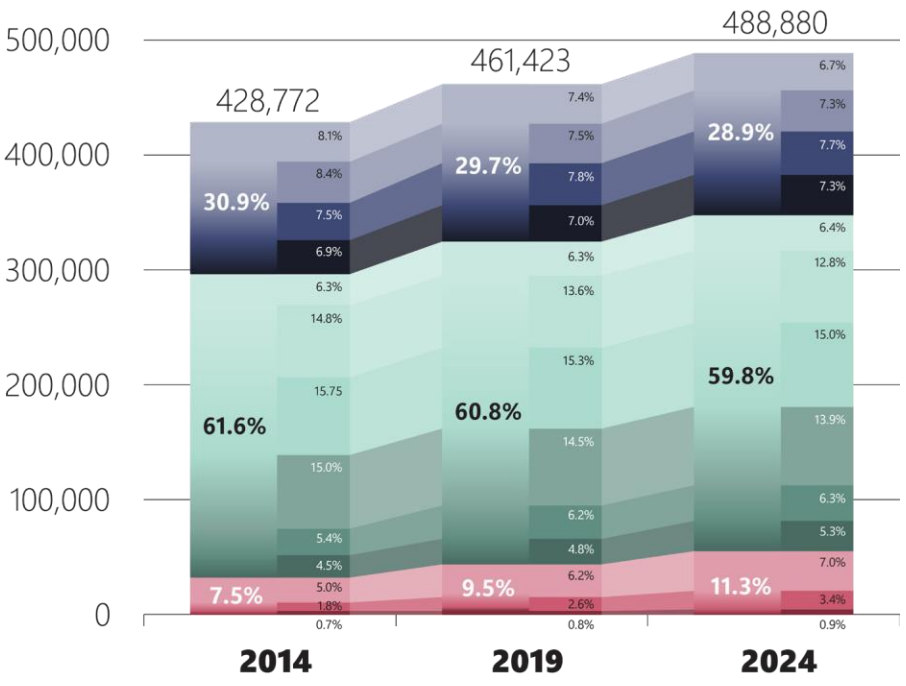
Dumfries
Population by Age

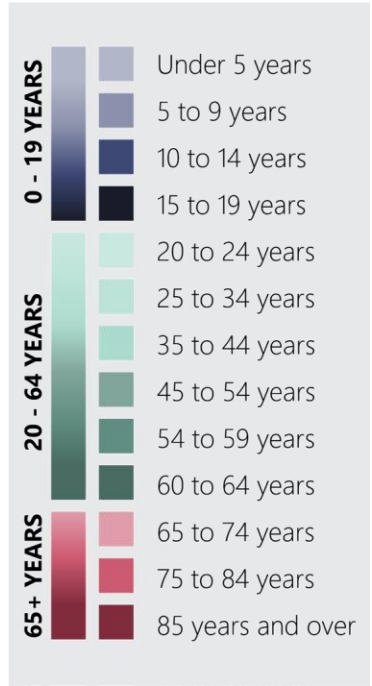
Median Age:
33.3



Prince William County
Population by Age

Median Age:
36.3



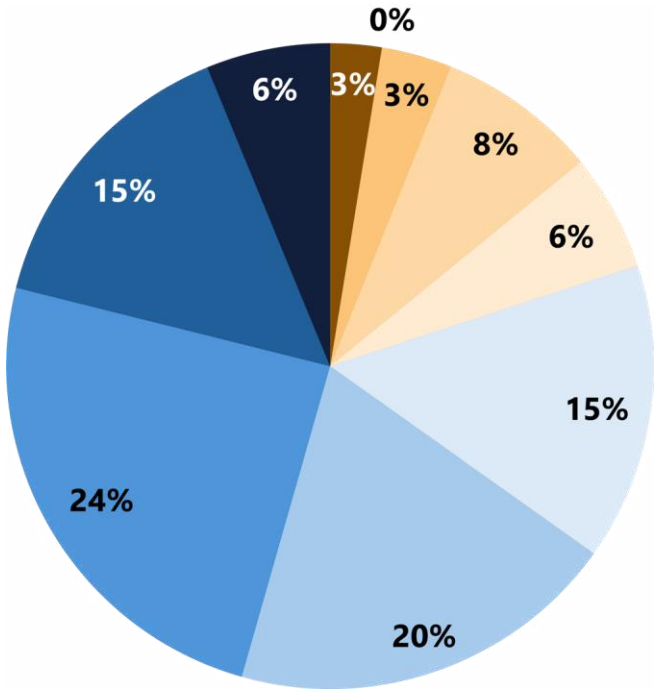


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Socioeconomic Profile

Median Household Income Distribution

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



Median Household Income

Dumfries
$82,355

County
$131,402

State
$92,060

% Owner-Occupied Housing Units

Dumfries
78.2%

County
74.3%

State
67.3%

All data on this page is from 2024 ACS 5-Year Estimates Data Profiles for the Town of Dumfries, Prince William County, and the State of Virginia.

Employment Profile

Employed Population (16+)

Dumfries

74.5%

The American Community Survey (ACS) calculates Employed Population % as a percentage of the total population.

County
66.6%

State
60.8%

Proportionally, more people in Dumfries are employed compared to Prince William County and the state of Virginia.

Approximately 72% of Dumfries residents are aged 16 and up. This means it is likely that some proportion of residents in Dumfries that are of retirement age are continuing to work.

Mean Travel Time to Work

Dumfries

36.4 mins

County
37.1 mins

State
27.3 mins

The Mean Travel Time to Work in Dumfries is slightly lower than the Prince William County average; both Dumfries's and the County's average travel time are higher than the state average. This is perhaps to be expected, given Prince William County's location relative to the metropolitan Washington DC area.

% Working From Home

Dumfries

12.7%

County
19.1%

State
18.3%

The percentage of people who work from home in Dumfries is over six percentage points lower than the County percentage, and is likewise lower than the percentage across the state. It is possible that Dumfries will observe a greater population who hold remote jobs in the coming years as it continues to grow, meeting the County and state averages.

All data on this page is from 2024 ACS 5-Year Estimates Data Profiles for the Town of Dumfries, Prince William County, and the State of Virginia.

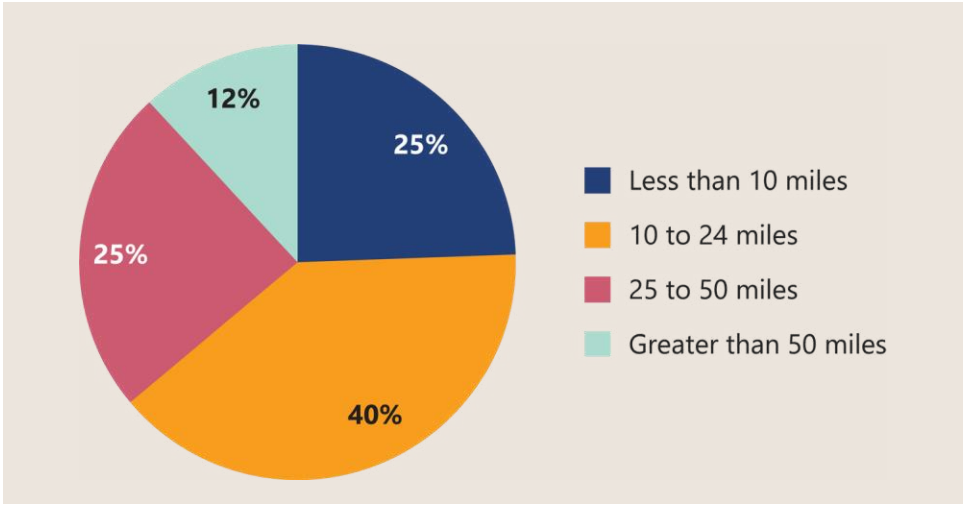
Resident's Place of Work

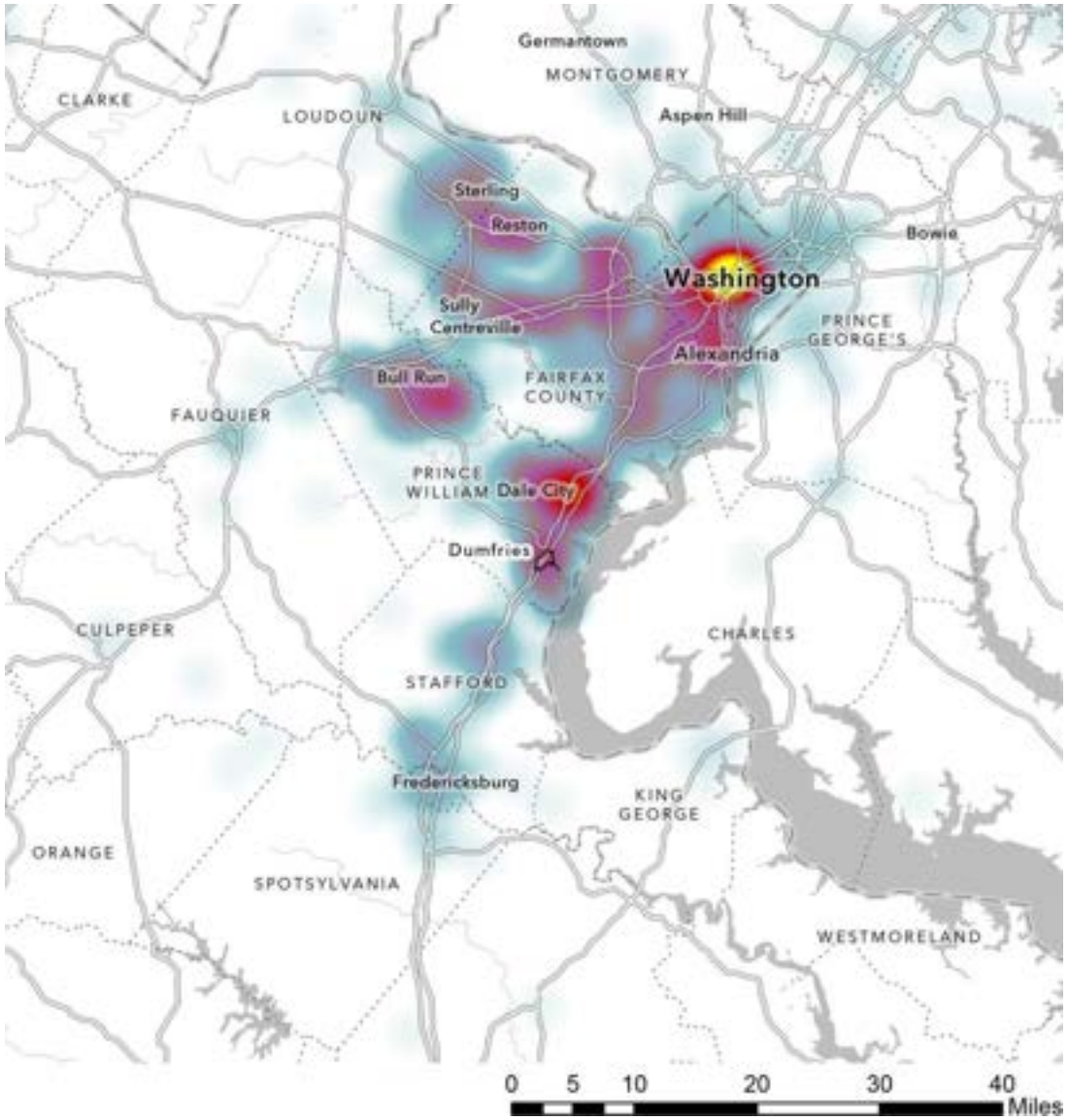
According to 2023 Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics, 96.9% of Dumfries residents are employed outside of Dumfries.

The heatmap to the right shows where Dumfries's residents' jobs are located. In general, most residents' place of work is to the north of Dumfries. Many Dumfries residents work in the metropolitan DC area. There are also a few hot spots in Dale City and near Bull Run.

75% of residents' places of work are located at a distance 10 miles or greater from the town.

Residents' Distance to Place of Work





All data on this page is from 2023 LEHD Origin-Destination Employment Statistics (LODES)data from the US Census OnTheMap data service.

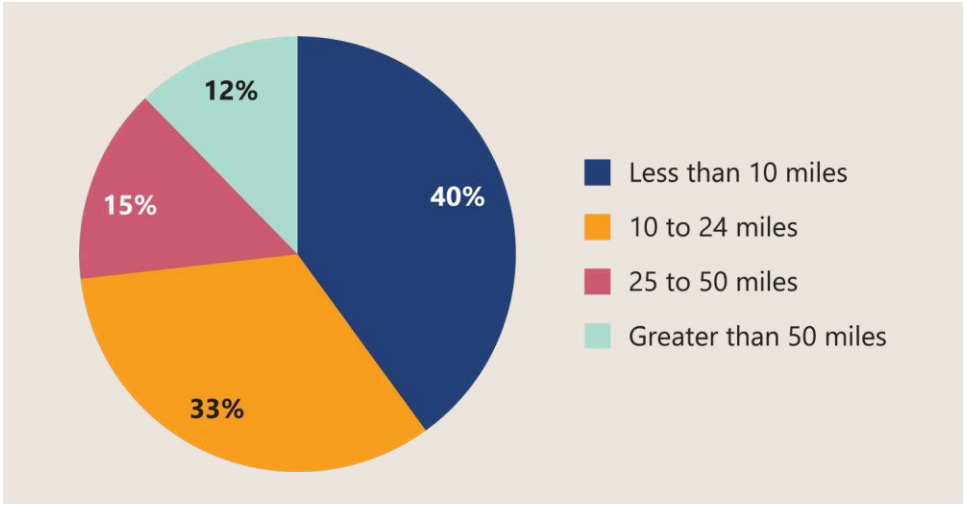
Workers' Place of Residence

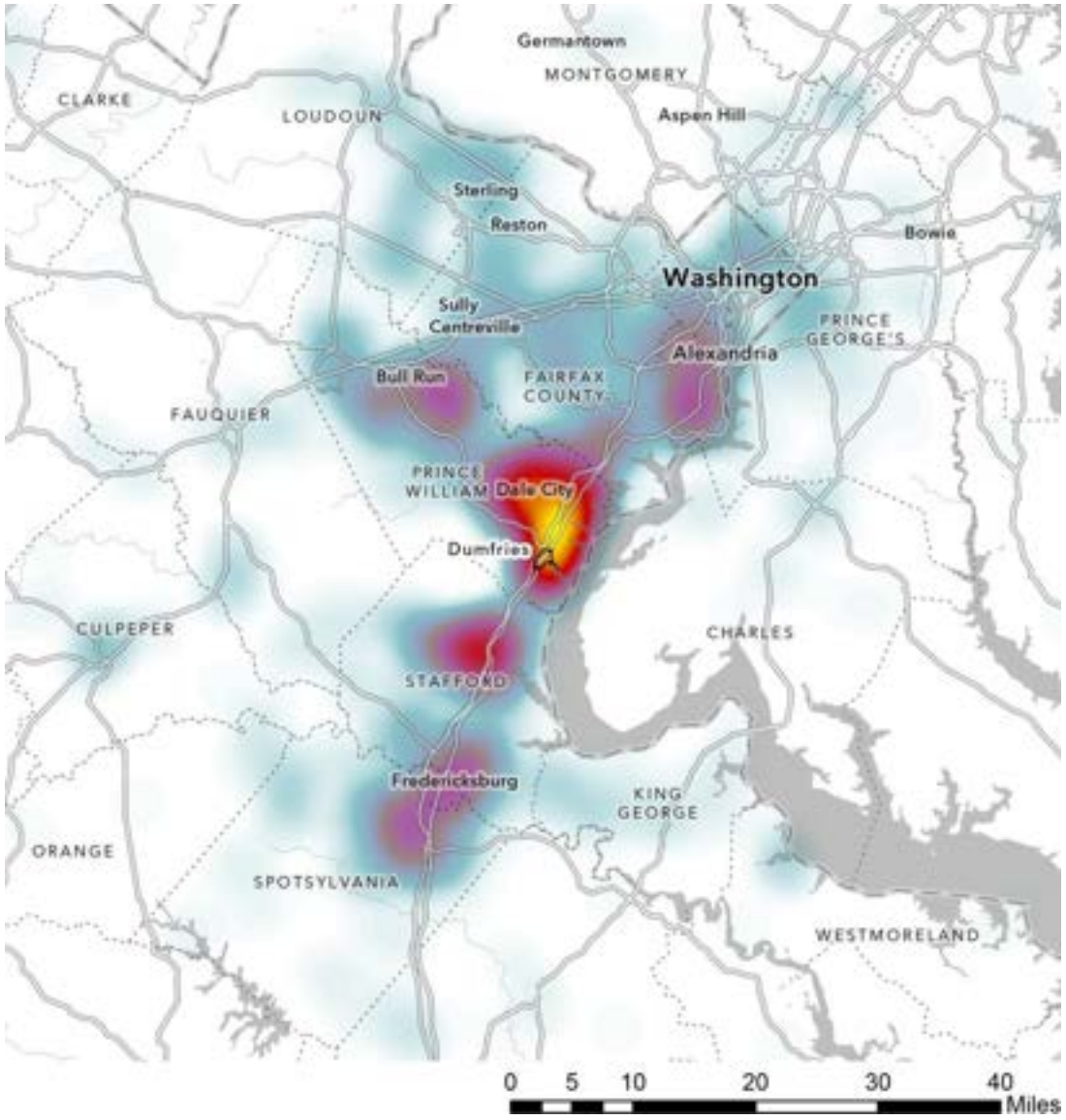
According to 2023 LEHD Origin-Destination Employment Statistics, 97.2% of Dumfries workers reside outside of Dumfries.

The heatmap to the right shows where Dumfries's workers' residences are located. In general, most workers' place of residence is either between Dumfries and Dale City, or to the south of Dumfries.

40% of workers' places of residence are located within 10 miles of the town.

Workers' Distance to Place of Residence





All data on this page is from 2023 LEHD Origin-Destination Employment Statistics (LODES)data from the US Census OnTheMap data service.

Annual Average Daily Traffic

The I-95 is a major interstate highway that connects Dumfries to Washington DC to the north and Richmond to the south. According to 2024 VDOT Annual Average Daily Traffic (AADT) Volume Estimates by Section of Route in Prince William County, the portion that runs adjacent to Dumfries town limits is traveled by about 76,000 to 77,000 vehicles every day.

US Route 1 runs parallel to I-95 through Prince William County. It serves as a principal arterial through Dumfries and as an alternative route to I-95 if there are disruptions on the interstate. US Route 1 splits into two roads within Dumfries town limits. On average, 10,000 to 13,000 vehicles travel on the northbound Fraley Boulevard each day; the southbound Main Street is traveled by between 9,200 to 16,000 vehicles each day.

State Route 234 is Exit 152A on the I-95. It is located at Dumfries's northern border. Currently, there is ongoing construction that will connect this route to Potomac Shores Parkway to the east. This connection will facilitate traffic from the new Potomac Shores housing development both towards I-95 and towards Dumfries.

- Dumfries Boundary
- Main Street Commons
  Mixed-use Hub Parcel Boundary
- Dumfries Gateway
  Mixed-use Hub Parcel Boundary
- The Waterfront
  Mixed-use Hub Parcel Boundary

Annual Average Daily Traffic (AADT)

- 46,000–180,000
- 17,001–46,000
- 9,901–17,000
- 3,301–9,900
- 5–3,300



Transit

There are currently three fixed-route bus service lines that provide service to stops in Dumfries. All three routes are operated by OmniRide, which is the mobility service offered by the Potomac and Rappahannock Transportation Commission (PRTC). This agency serves Prince William County, the City of Manassas, the City of Manassas Park, Stafford County, Spotsylvania County, and the City of Fredericksburg. Additionally, The Potomac Shores Virginia Railway Express (VRE) Station is currently scheduled to open in 2027. It will be located at the eastern end of Potomac Shores Parkway.

51 - Dumfries

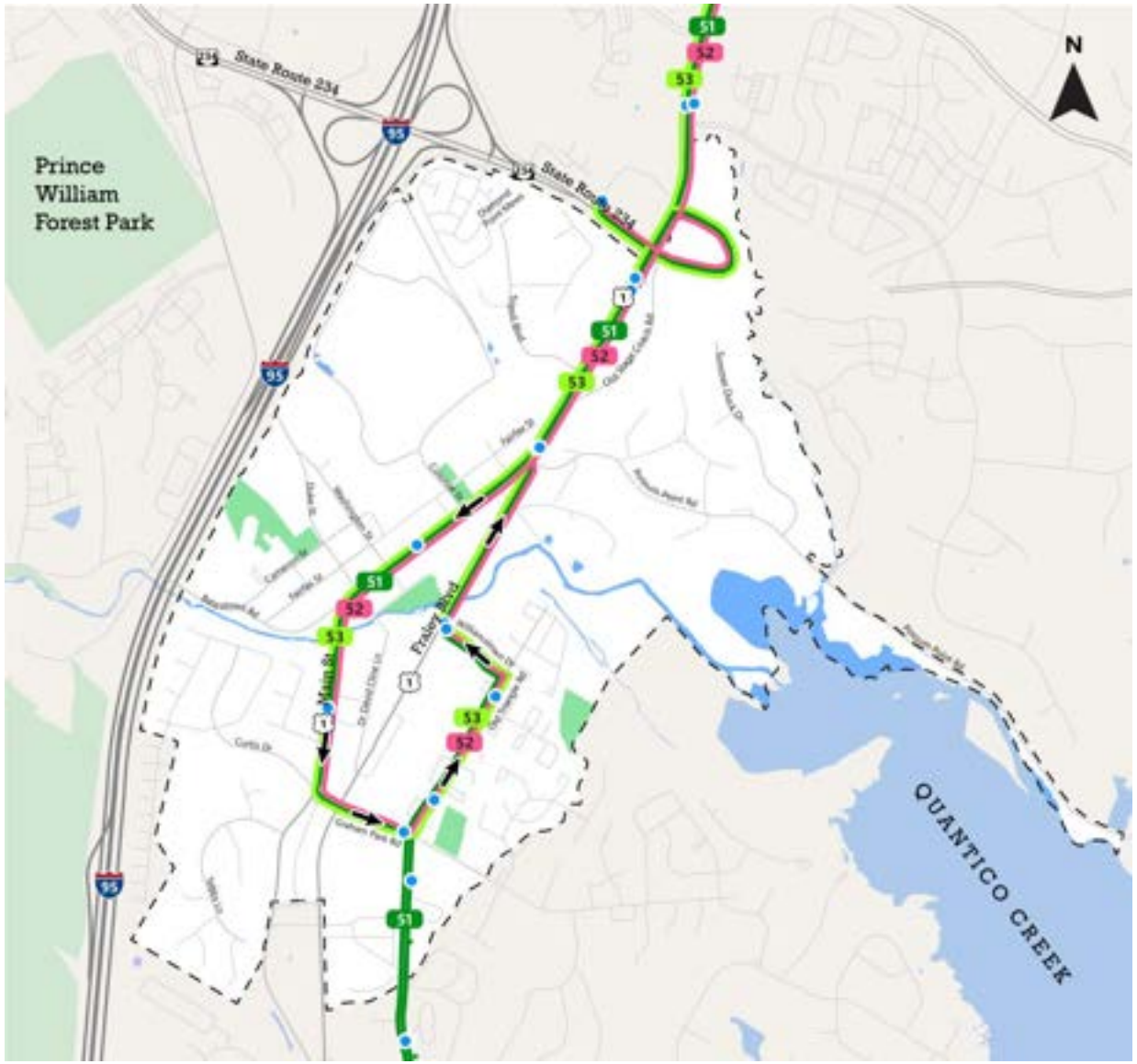
This is a local fixed-route bus service route along the Route 1 corridor connecting Montclair to the Town of Dumfries and Triangle.

52 - Route 1

This is a local fixed-route bus service route along the Route 1 corridor connecting the Woodbridge VRE station to the Town of Dumfries. This route includes stops at the Stonebridge Commuter Garage and Ferlazzo Building (Prince William County Government Services).

53 - Dumfries Connector

This is a local fixed-route bus service route along the Route 1 corridor connecting the Potomac Mills Mall and Woodbridge to the Town of Dumfries. This route includes stops at the Stonebridge Commuter Garage and Ferlazzo Building (Prince William County Government Services).



Zoning

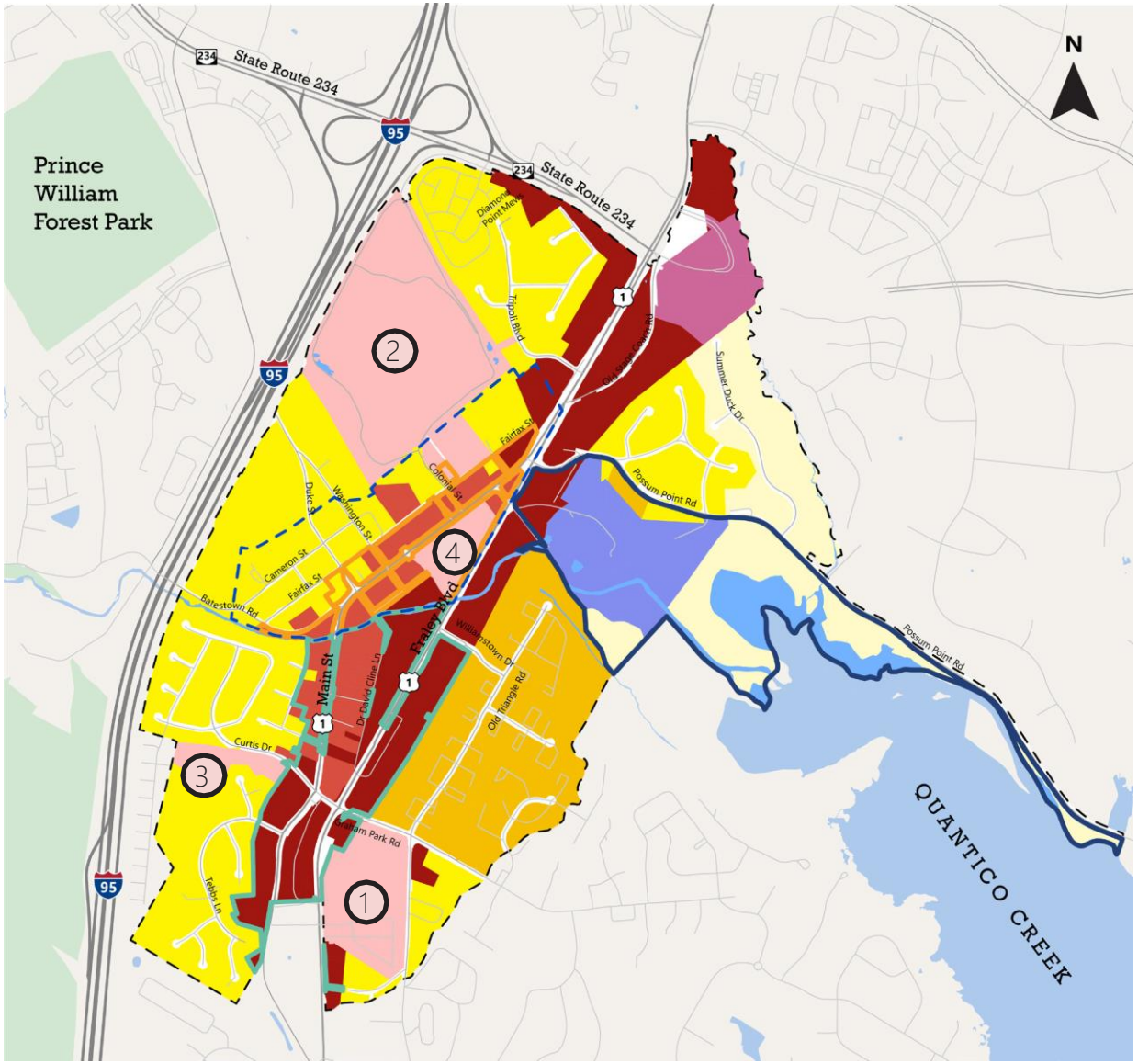
The Town of Dumfries Zoning Code and Zoning Map are consistent with the vision of the most recent comprehensive plan *(see the Future Land Use Map in Destination Dumfries pp. 54-55)*. These documents allow and support the development of mixed-use areas within Dumfries—both by encouraging private developers to build varied housing types that are well-integrated within its surroundings (PMUD), and by allowing multi-level residential uses with ground floor retail in business zones (B-1 and B-2) With a conditional use permit. These documents also aim to preserve existing residential neighborhoods (R-1, R-2, and R-3).

1 Townsquare at Dumfries Apartments *(Completed)*
Completed in 2021, this is the most recent residential development in Dumfries. It includes 227 apartment units across six buildings that includes affordable housing units (60% Area Median Income eligibility).

2 The Rose Gaming Resort and Overlook Park *(Completed)*
This is an entertainment destination that features a gaming resort with 102 hotel rooms, eight bars and restaurants, a gaming floor, and a 2,500-spot parking garage. Adjacent to the resort is Overlook Park. The Rose Gaming Resort opened in 2025.

3 The Harbor at Quantico Creek *(Completed)*
This is a planned 125-unit apartment development aimed especially towards seniors aged 55 and up. This planned development includes affordable units (60% Area Median Income eligibility).

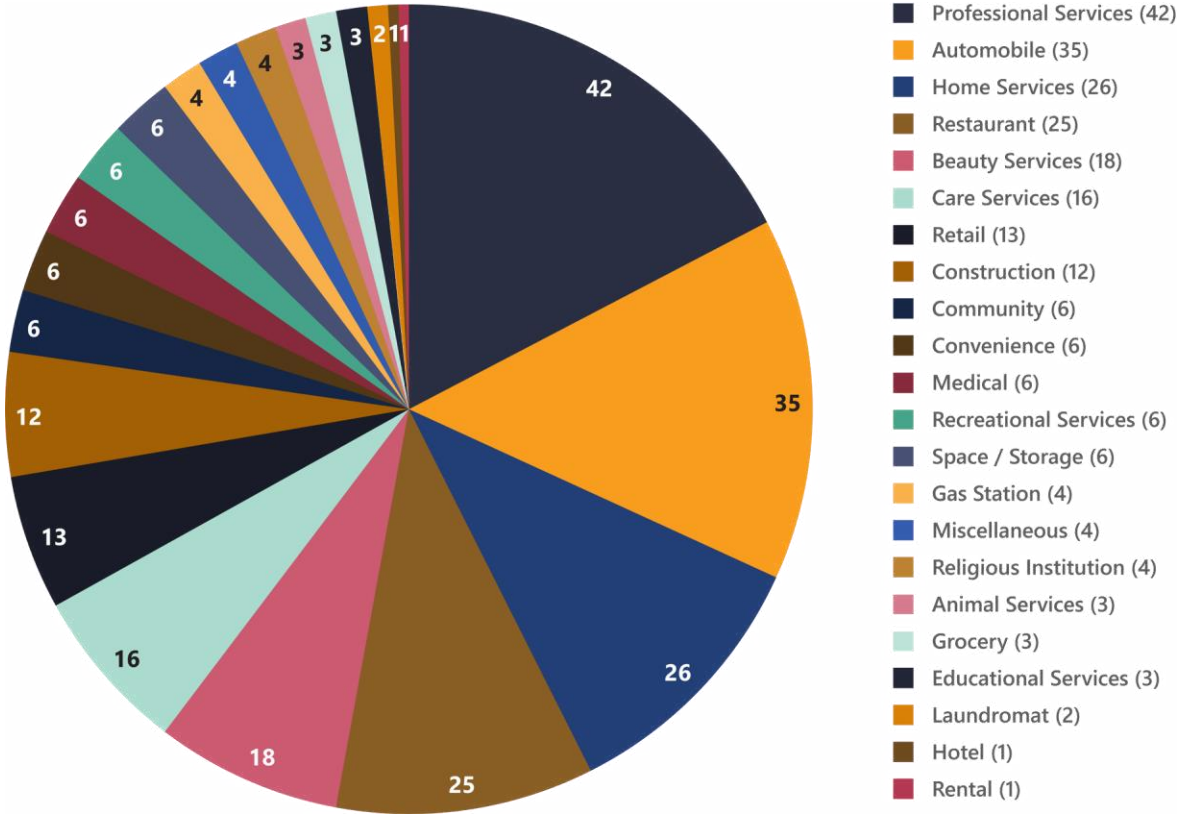
4 Aras on Main *(Planned)*
This is a planned 274-unit, market rate apartment and townhome development.



Business Profile

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

- The largest category of registered businesses is **Professional Services (42)**. This encompasses management consulting and other consulting services, accounting and other tax and financial services, IT solutions, physical and mental therapy services, and more.
- The second largest category is **Automobile (35)**. Given Dumfries's location near I-95 and on Route 1, along with its commuting patterns, this is perhaps unsurprising. This includes car sales, car parts sales, auto care and services, towing, car body and detail services, and more. Gas stations are considered in their own category.
- The third largest category is **Home Services (26)**. This includes landscaping services, cleaning services, and various home improvement and installation services.
- The fourth largest category is the **Restaurants (25)** category. This is further explored on the next page.
- There are also a notable number of **Beauty Services (18)** businesses (barbershops, hair and nail salons) and **Care Services (16)** businesses (home nursing, elder care, and disability care).



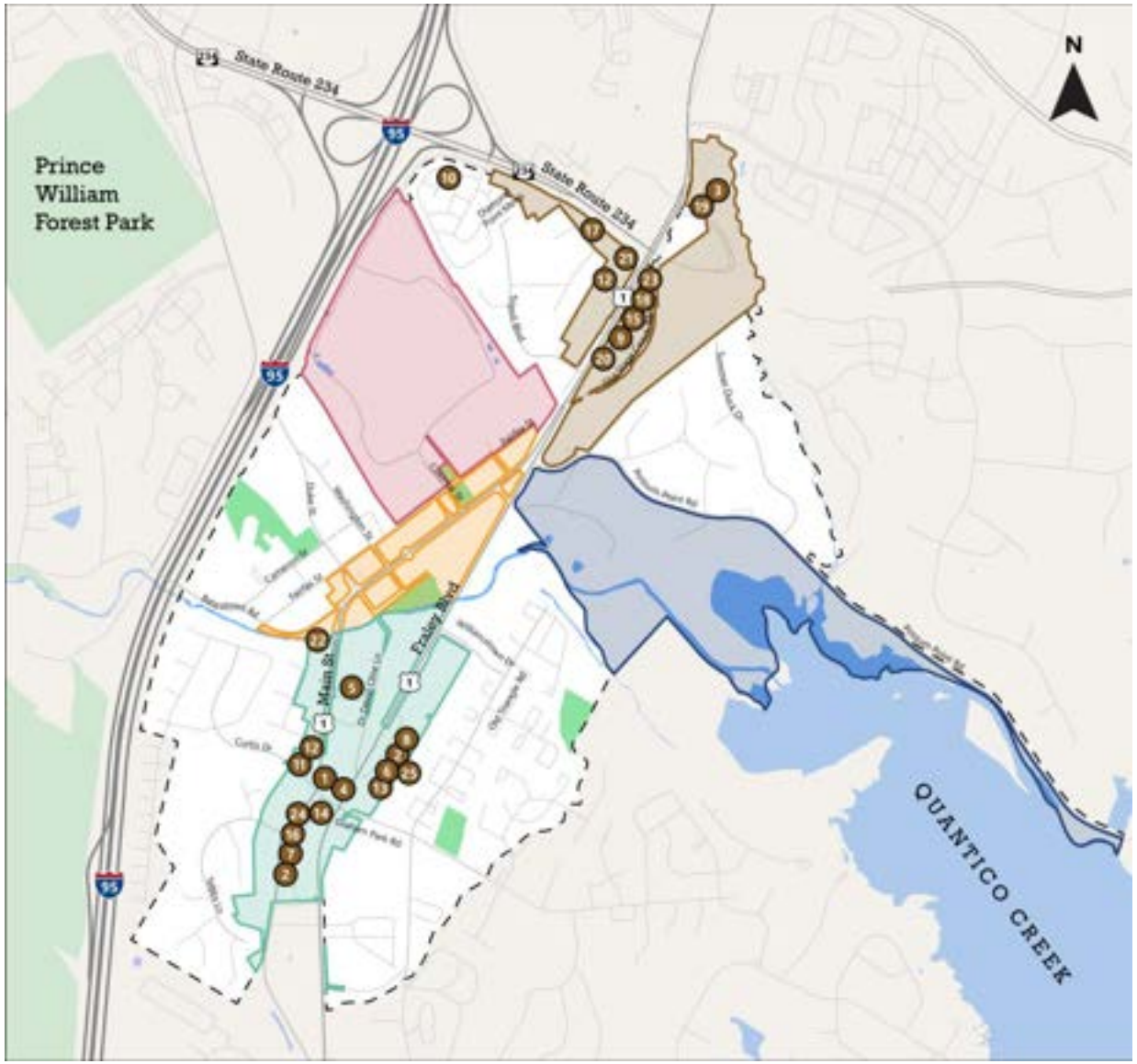
All data on this page is from the 2025 Town of Dumfries Business Directory.

Business Profile - Restaurants

One of the opportunities identified in Destination Dumfries was for the mixed-use hub areas to create opportunities for recruiting high-quality dining establishments to attract residents and visitors alike.

According to the 2025 Town of Dumfries Business Directory, there are 25 restaurants located within Dumfries. Over half of these are carry-out or fast-food establishments; only a few provide a dine-in experience.

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



All data on this page is from the 2025 Town of Dumfries Business Directory.



4 Small Area: Main Street Commons

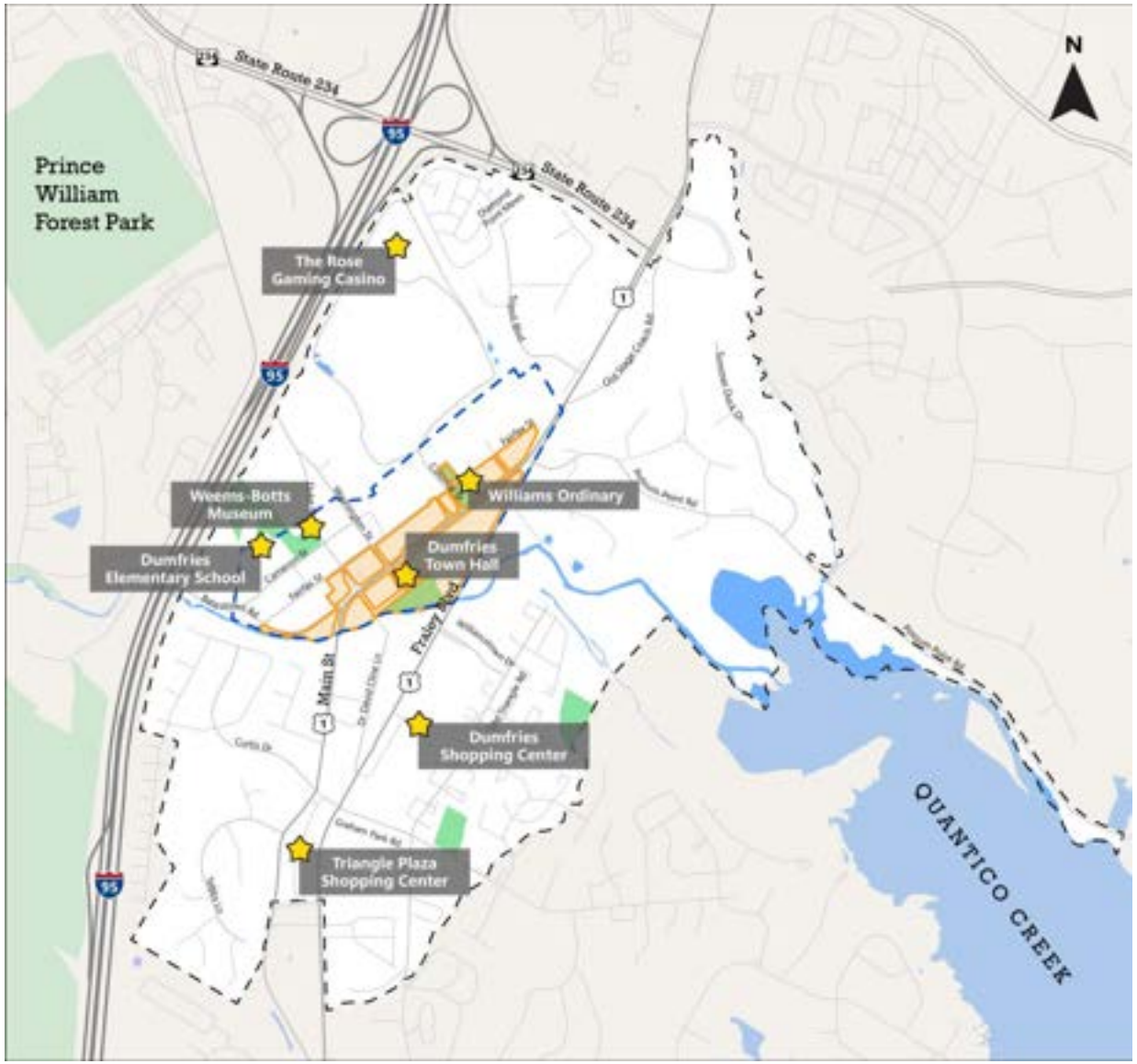
Overview

Main Street Commons is located in the heart of Dumfries, on the western side of Fraley Boulevard (Route 1 Northbound). Main Street (Route 1 Southbound) is the sister street to Fraley Boulevard, and runs through the middle of this Small Area. This Small Area is bounded by Quantico Creek to the south, by Fraley Boulevard to the east, and by Fairfax Street to the northwest. As of the 2020 Town of Dumfries Comprehensive Plan Update, this area lies entirely in a Historic Preservation overlay district and Planned Mixed-Use overlay district.

Many of Dumfries's civic and historic establishments are located in and around Main Street Commons.

According to Destination Dumfries, the Main Street Commons Small Area Plan should:

- **Reinforce the area as the town's civic and cultural heart.**
- **Include enhanced pedestrian circulation to and within the Civic Campus and Town Hall Complex.**
- **Design the Main Street right-of-way in accordance with the existing guidelines for improving Main Street.**



Dumfries Boundary

Main Street Commons
Mixed-use Hub Parcel Boundary

Historic Overlay District

Character

Main Street Commons is…





…the *civic heart*









…the *historic core*





…a place for *community*

Points of Interest

Nearby points of interest include civic, cultural, and historic establishments. Together, these places characterize Main Street Commons, which represents both the core and foundation of Dumfries.

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

- Unused / Open Space
- Parks
- Institutional
- Hydrological Features
- Industrial
- Residential - Low-Density
- Residential - Medium-Density
- Residential - High-Density
- Commercial
- Public Right-of-way
- Main Street Commons Boundary
- Dumfries Boundary



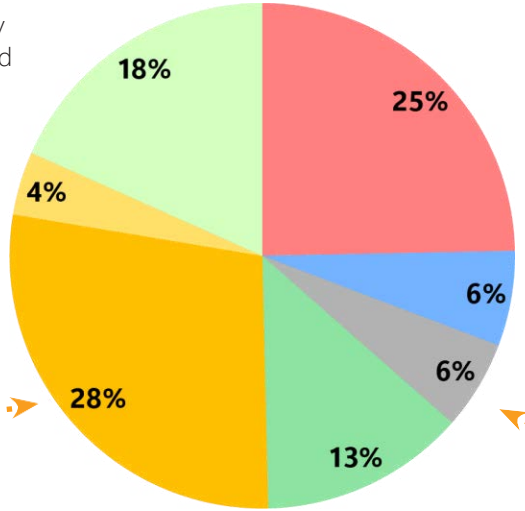
Land Use

Current land uses (by area) in the Main Street Commons are distributed primarily between residential uses (32%), commercial uses (25%), unused open space (18%), and parks (13%).

The single largest area by land use has recently been rezoned to planned mixed-use district for the planned 274-unit Aras on Main development. Currently, it is unused open space.

Institutional uses include the Town Hall, Police Department, and Community Center.

Right-of-way parcels along Fraley Blvd in Main Street Commons result from rezoning in preparation for the Route 1 Road Widening project.



- Unused / Open Space
- Parks
- Institutional
- Hydrological Features
- Industrial
- Residential - Low-Density
- Residential - Medium-Density
- Residential - High-Density
- Commercial
- Public Right-of-way
- Main Street Commons Boundary
- Dumfries Boundary



Land Use - Residential

There are currently two high-density residential developments in the Main Street Commons area. The other residential parcels contain single-family homes.

Row Homes on Duke and Main



(Existing) 15 single-family row homes

Aras Apartments and Townhomes on Main



(Planned) 274 for-sale units, mix of apartments and townhomes



- Unused / Open Space
- Parks
- Hydrological Features
- Residential - Low-Density
- Residential - Medium-Density
- Residential - High-Density
- Main Street Commons Boundary
- Dumfries Boundary

Land Use - Commercial

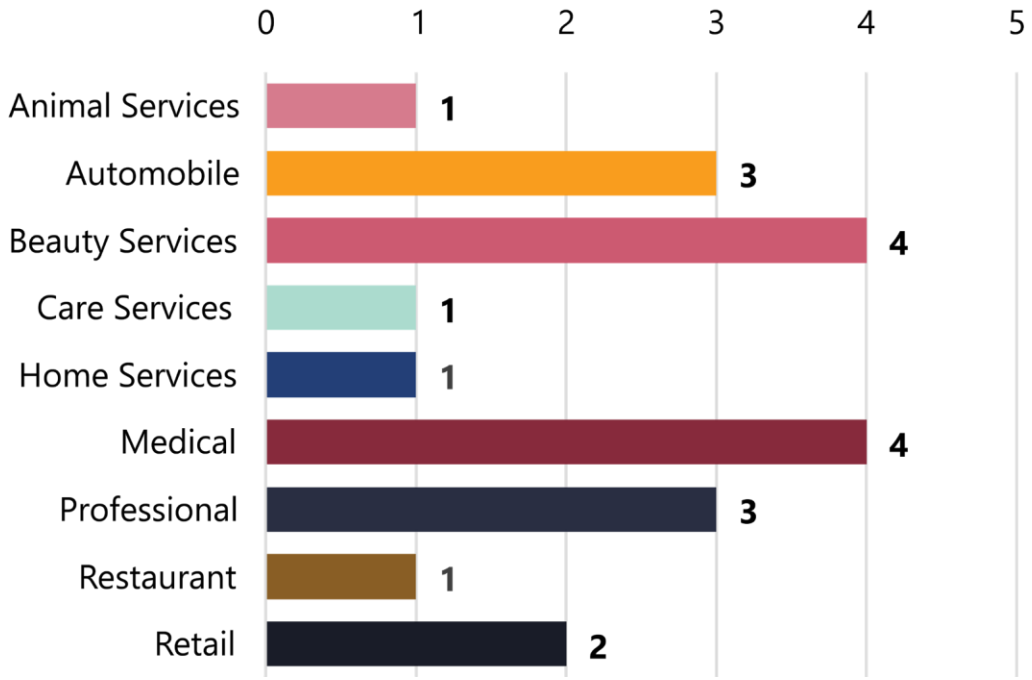
Most of the commercial land uses are on the western side of Main Street. Since each existing commercial land use is fronted by or reserves ample space for parking, the "urban form" accommodates automobiles more than any other form of transportation.

- (A) A&M Mechanic and Tire Service
- (B) Tasty Kabob Plus
- (C) Unique II Barber Shop
- (D) Pooch Perfect Pet Spa
- (E) Outdoor Showcase
- (F) JC Warehouse
- (G) G&G Auto Repairs
- (H) C&R Carpentry
- (I) Cropper's Auto Care
- (J) Mason Jar Thrift Store
- (K) Liberty Village Professional Center
  - Vincent & Vincent Salon and Spa
  - Complete Choice Counseling
  - Light as Air Lashes
  - Farmers Insurance - Glazabal Insurance Services
  - Norva Medical Billing
  - Optometrist - Dr. Jeffrey I. Wynn
  - Communication Systems Inc.
  - Dumfries Pediatrics
  - Zhu Orthodontics
- (L) Ms. Laura's Daycare / Salon Colour



Land Use - Commercial

Business Types in Main Street Commons Commercial Parcels



TOTAL BUSINESSES COUNT: 20



Land Use - Parks and Open Space

There are two parks located within Main Street Commons: Cecil W. Garrison Park near Town Hall, and the Williams Ordinary Historical Site near the entrance to Overlook Park and The Rose gaming resort. Also nearby is Merchant Park, the Weems-Botts Museum and Annex, and the Dumfries Elementary School Recreational Fields.

Williams Ordinary Historical Site

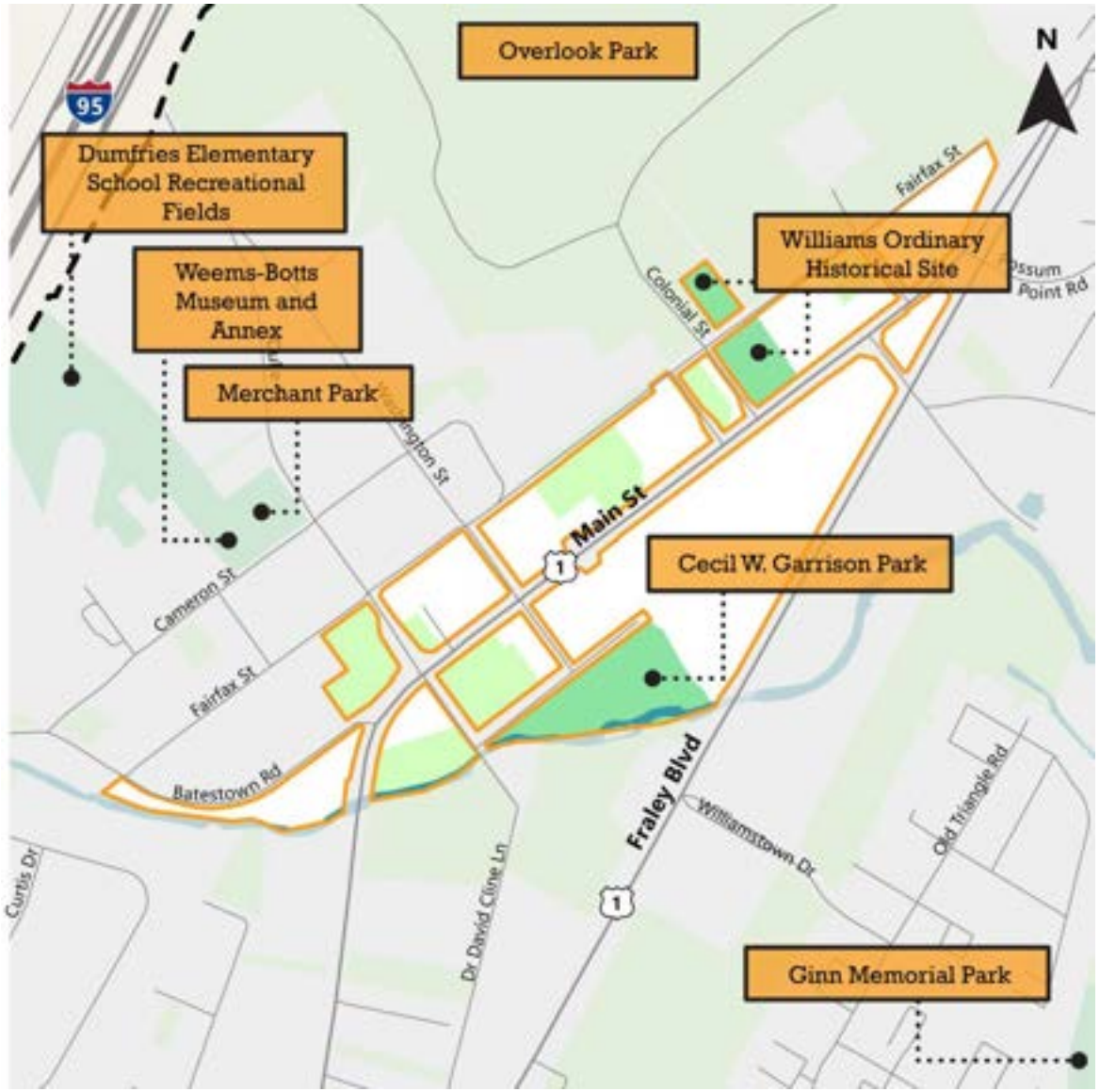


Also known as Love's Tavern or the Old Hotel. Today, it features exhibits on Prince William County's Role in the American Revolution and on the history of Batestown, a nearby historic African-American community.

Cecil W. Garrison Park



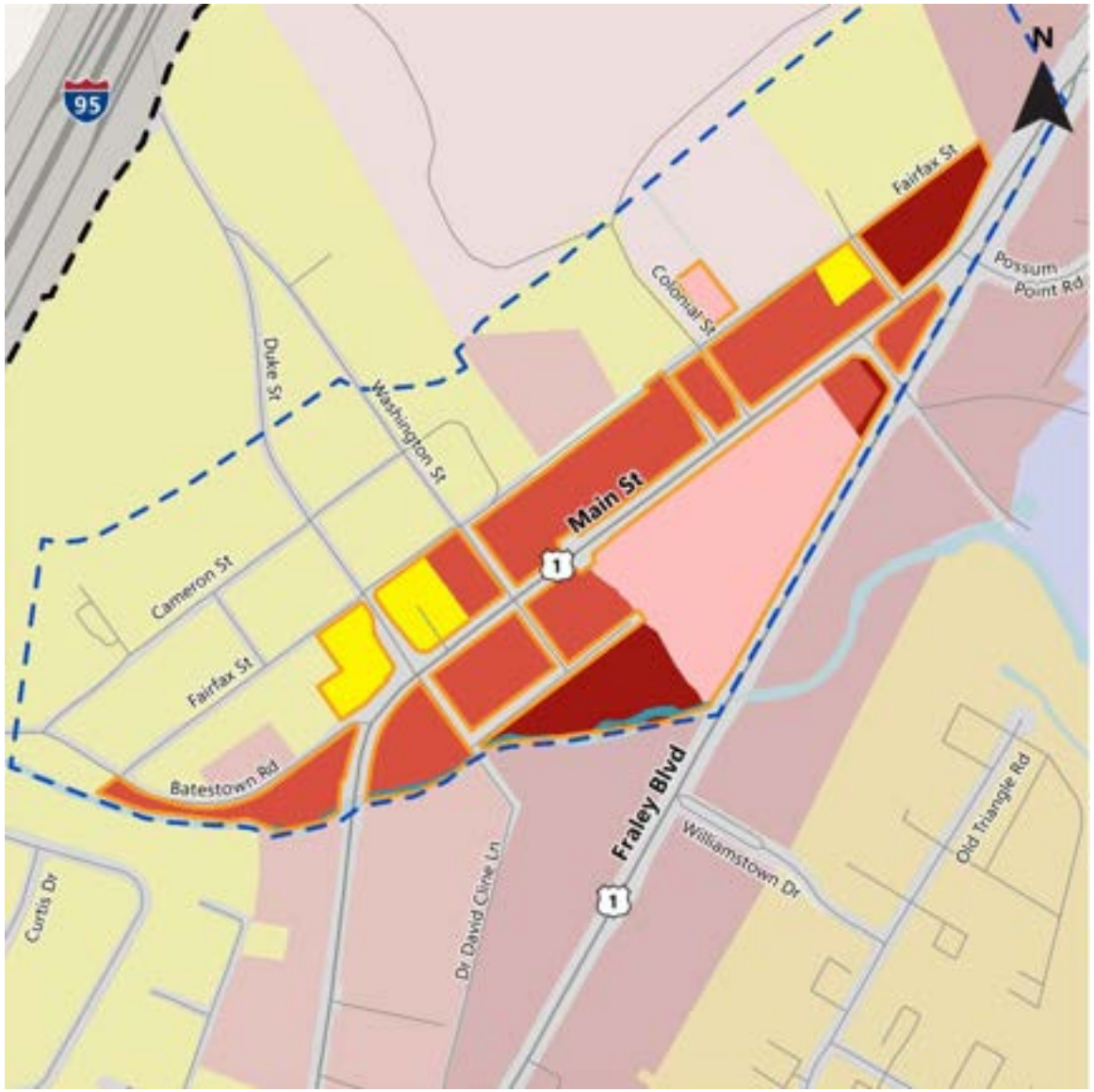
This park is located right next to the Dumfries Town Hall Complex and Police Department. Many community events, including movie nights, Summer Concert Series, and a Fall Festival, are hosted here.



Zoning

In Dumfries's current zoning map, five zoning districts are applied to the parcels of Main Street Commons:

B-1 - General Business	Intended for a wide variety of commercial and miscellaneous service activities, generally serving a wide area and located along existing major thoroughfares. Uses should not be industrial.
B-2 - Neighborhood Business	Intended to provide a limited range of business uses to serve public need at the neighborhood level, encouraging comfort for pedestrians and bicyclists to create a sense of community character.
PMUD - Planned Mixed Use District	Intended to permit and encourage community developments of varied housing types that incorporate public and commercial services. Requires submittal of a master zoning plan.
R-2 - General Residential	Encompasses medium-density residential areas. This zoning designation is designed to stabilize, protect, and promote a suitable environment for families who desire quiet homesites.
Historic Overlay District	Designed to preserve and maintain the character of an area of historic or architectural significance. A town architectural review board and historical committee advise on the area.



Zoning - Business

In Dumfries's current zoning map, five zoning districts are applicable to the parcels of Main Street Commons:

- B-1 - General Business
- B-2 - Neighborhood Business
- PMUD - Planned Mixed Use District
- R-2 - General Residential
- Historic Overlay District

By land area and number, most of the parcels in the Main Street Commons area are zoned B-1 or B-2. The main difference between these two business zoning designations is that uses in B-1 areas are intended to serve a wide area, located along existing major thoroughfares and can therefore prioritize automobile access, while uses in B-2 areas are neighborhood-oriented, aimed to encourage non-residential uses that are comfortable for pedestrians and bicyclists in addition to automobiles. It is sensible that the parcels near Fraley Boulevard are B-1, while those internal on Main Street are zoned B-2. The exception to this is Cecil W. Garrison Park, which is likely zoned as such to accommodate a parking lot.



Zoning - Planned Mixed Use District

In Dumfries's current zoning map, five zoning districts are applicable to the parcels of Main Street Commons:

B-1 - General Business

B-2 - Neighborhood Business

PMUD - Planned Mixed Use District

R-2 - General Residential

Historic Overlay District

The PMUD zoning designation aims to encourage developments with varied uses. This designation offers developers more flexibility, allowing design flexibility not otherwise possible. Achieving this designation requires the developer's submittal of a master zoning plan, which is intended to harmonize the area internally and with its surroundings.

There are two parcels within the Main Street Commons area with this designation. One of these encompasses a large area adjacent to Town Hall and Cecil W. Garrison Park, and is the most recent planned residential development in Dumfries. The other is adjacent to the Williams Ordinary Historical Site and includes the Rose Gaming Resort PMUD.



- B-1 - General Business
- B-2 - Neighborhood Business
- FB/O1 - Flex Business / Office
- M-1 - Limited Industrial
- PMUD - Planned Mixed Use District
- R-1 - Limited Residential
- R-2 - General Residential
- R-3 - Condominium
- Historic Overlay District
- Dumfries Boundary
- Main Street Commons

Zoning - Residential and Historic Overlay

In Dumfries's current zoning map, five zoning districts are applicable to the parcels of Main Street Commons:

B-1 - General Business

B-2 - Neighborhood Business

PMUD - Planned Mixed Use District

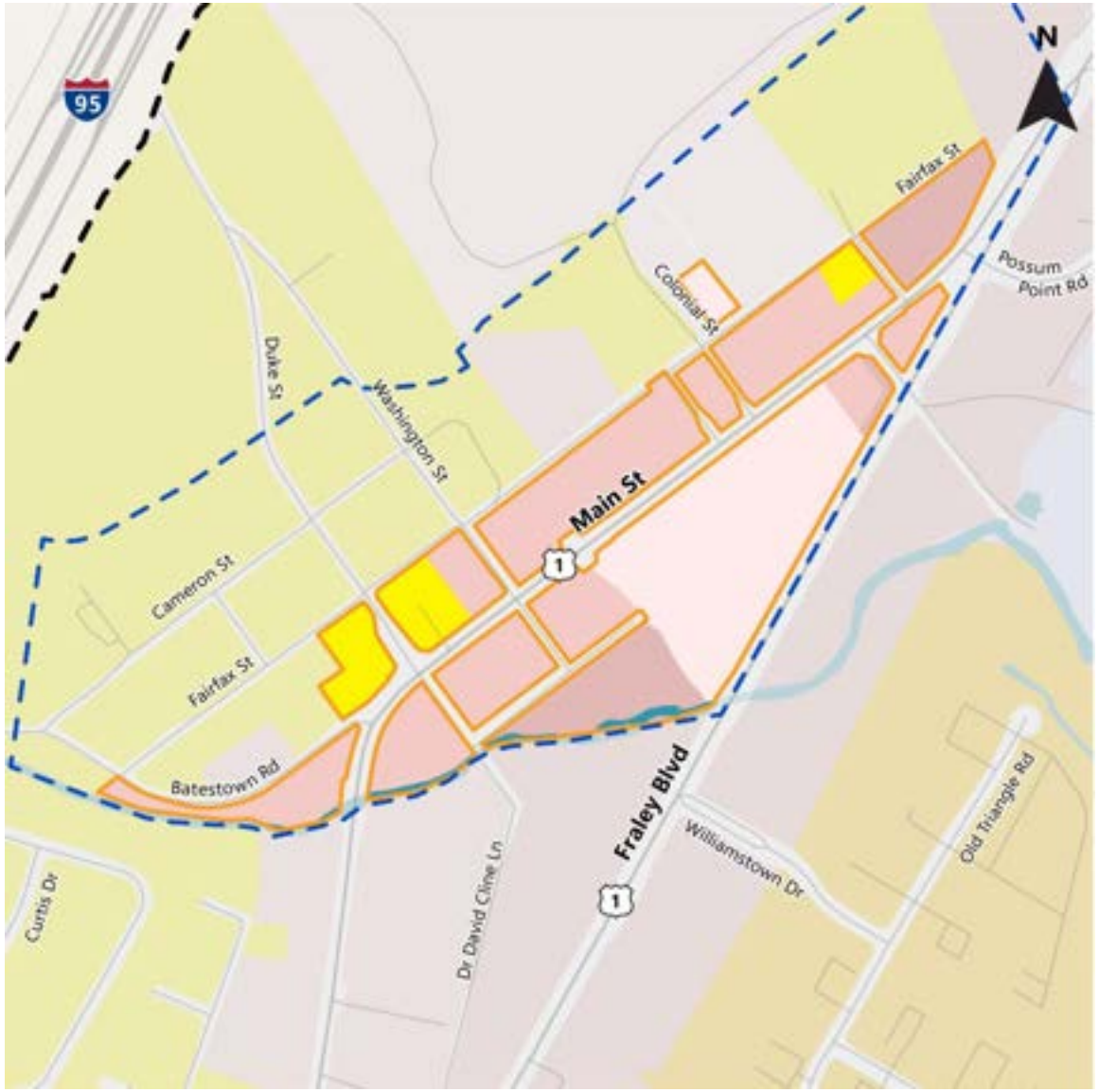
R-2 - General Residential

There are only three parcels in Main Street Commons with an R-2 designation. Two are located on Main Street and the third fronts Fairfax Street. Two of the parcels are located near the center of Main Street in the heart of Dumfries's historic street grid.

These zoning designations represent the transition from the historic grid and residential area (at one point designated as the "Residential Off-Main Street" area) that also includes Dumfries Elementary School and Merchants Park to the planned mixed uses along Main Street.

Historic Overlay District

The entirety of Main Street Commons is located within Dumfries's Historic Overlay District. This area includes the boundaries in the original town charter for Dumfries.



Resource Protection Areas and Tree Cover

The Town of Dumfries is located within the Quantico Creek Watershed, which itself is a part of the larger Chesapeake Bay Watershed. In 2005, the town is also located within Prince William County, which has adopted the Chesapeake Bay Preservation Act as part of its commitment to protecting the Bay. This act established Resource Protection Areas (RPAs), which include the land area "within 100 feet of a perennial stream bank or edge of wetlands adjacent to the stream." RPAs are described as the "last line of defense" for the Bay's water quality: they stabilize stream banks, filter pollutants, reduce stormwater runoff, and provide habitat for wildlife. The RPA is located along the southern border of the Main Street Commons hub and bisects the area on the north side of Town Hall and Garrison Park.

RPAs are protected under state law and local ordinances; in general, no development, land disturbance, or vegetation removal is allowed in an RPA. Because clear-cutting trees and vegetation is forbidden within RPAs, tree cover tends to coincide with RPAs.

Most of the tree cover in the Main Street Commons area exists on parks or open space parcels, or what was previously an open space parcel. There is some amount of tree cover demarcating property lines.

With the addition of the Aras on Main Apartments and Townhomes residential development, the amount of tree cover in this Small Area has been greatly reduced. Currently, there is also little tree cover along Main Street to enhance the pedestrian experience.



FEMA Flood Hazard Areas

The history and present of Dumfries is intertwined with the history and present of Quantico Creek, which forms the southern border of the Main Street Commons area. Federal Emergency Management Agency (FEMA) Flood Hazard Areas are especially relevant for this Small Area, given both its proximity to key town sites and its flood hazard area coverage of planned high-density residential development.

In recent years, flash flooding has at times closed parts of Main Street (Route 1) to traffic. The Town of Dumfries also recently secured $1.2 million in federal funding to mitigate flooding from Quantico Creek. The federal grant has been used to fund Quantico Creek Restoration efforts to enhance capacity and reduce flooding.

Impervious Surface	Regulatory Floodway	100-Year Flood Hazard Area	500-Year Flood Hazard Area
These are areas with hard, water-resistant land covers that prevent rainfall from being absorbed. Rooftops, asphalt, and concrete are all impervious surfaces.	These are areas that must be kept free of major development or obstructions so floodwaters can flow freely and safely in the event of a flood.	These are areas that have a 1% chance of flooding to an equal or greater degree in any given year (or about a 1 in 100 chance of occurrence each year).	These are areas that have a 1 in 500 chance of flooding to an equal or greater degree in any given year.



Regulatory Floodway

Impervious Surface

100-Year Flood Hazard Area

Main Street Commons Boundary

500-Year Flood Hazard Area

Dumfries Boundary

Utilities

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

Electricity

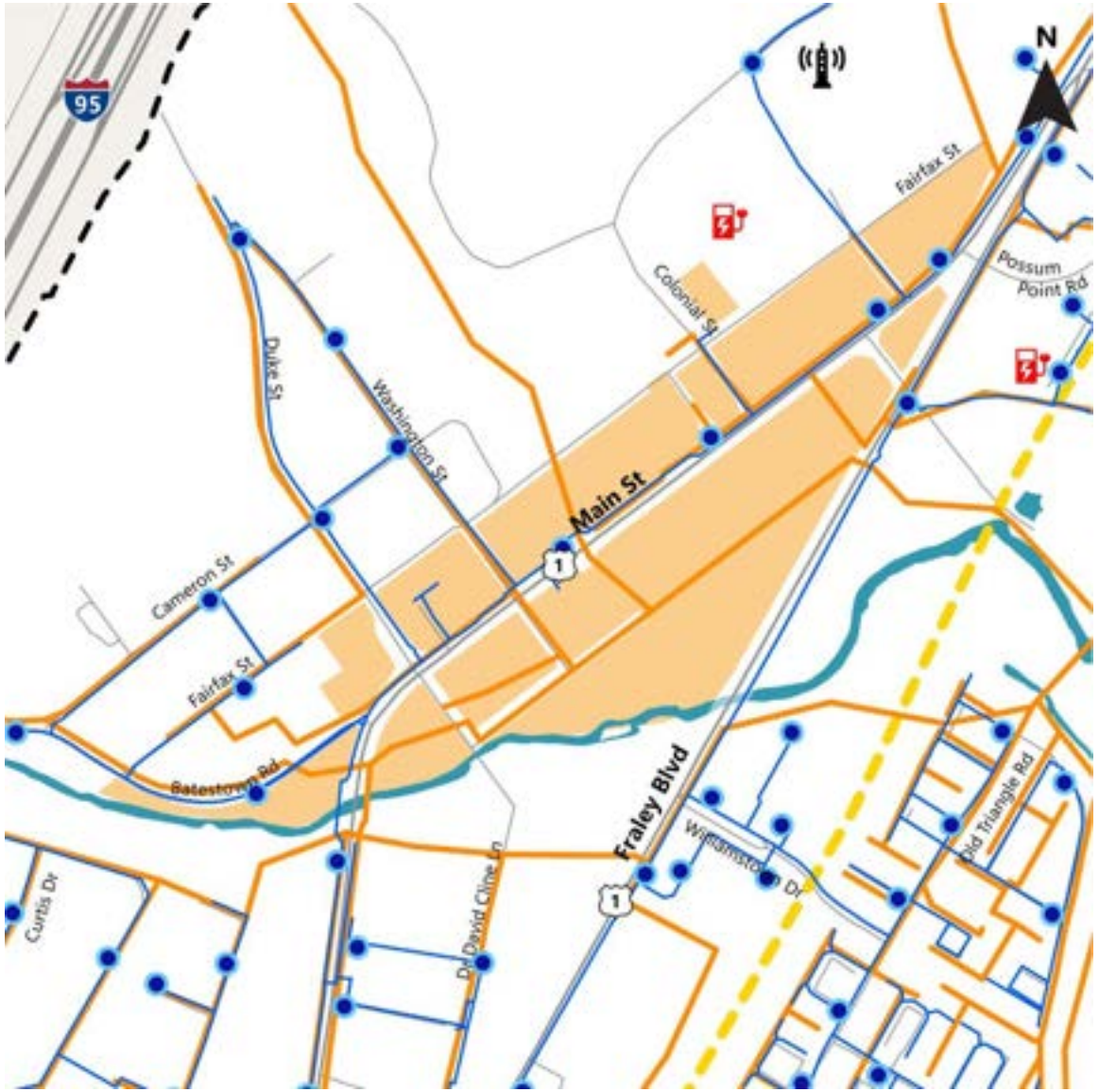
Dominion Energy is responsible for providing electricity. Notably, they operate a power station located at the end of Possum Point Road in Prince William County. Several High Voltage Transmission Lines (150kV or greater) are powered by this power station, including the easement for the one that runs through Dumfries. The Comprehensive Plan includes a multi-use trail within the powerline easement.

Water and Sewer

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

The Main Street Commons area appears to be reasonably well-serviced by existing public water and sewer lines. If high-density residential developments are added as part of mixed-use developments or redevelopments, it is possible that expansions of the capacity of existing lines will need to occur. With the Aras on Main Apartments and Townhomes development, it is possible that some existing water lines will be extended.

- **Wireless Communications Tower**
- **EV Charging Station**
- **Fire Hydrant**
- **Main Street Commons Boundary**
- **Dumfries Boundary**
- **150Hz Electrical Line**
- **Water Line**
- **Sewer Line**
- **Road**



Transportation Context - Roadways

Main Street Commons is structured by two arterial roads, Fraley Boulevard (Route 1 Northbound) and Main Street (Route 1 Southbound). Because Route 1 is an arterial road that runs parallel to I-95, when I-95 experiences capacity issues due to crashes or incidents, it experiences very high congestion as drivers look for alternatives. In 2021, the average daily traffic (ADT) on Fraley Boulevard was 21,000 vehicles. More recent ADT estimates by section suggest that between 10,000 to 13,000 vehicles travel on the northbound Fraley Boulevard each day; the southbound Main Street is traveled by between 9,200 to 16,000 vehicles each day. In 2042, ADT is projected to increase more than 200% to 69,000 vehicles along Route 1.

When the Fraley Boulevard road widening project is complete, Main Street will be converted to accommodate local traffic, and the town will assume ownership of the right-of-way. Notably, the southern end of Main Street near Quantico Gateway Drive will be converted to a cul-de-sac, closing connections to both Quantico Gateway Drive and Fraley Boulevard. This road widening project will also introduce a sidewalk on the northbound side and shared use path on the southbound side along Fraley Boulevard, creating a multimodal-accessible corridor that runs north-south through Dumfries.



Transportation Context - Multimodal

Within parcels inside the Main Street Commons, there are few pedestrian-oriented amenities, such as sidewalks or connections between parcels. Although there are sidewalks that run along Main Street, there are few opportunities for pedestrians to cross from one side of Main Street to the other. The only crosswalks are located at Canal Road, on the eastern end of the Small Area. There is also a crosswalk at Colonial and Main.

One critical place to introduce pedestrian infrastructure, such as a high-visibility crosswalk or signalized crossing, would be at the Washington Street intersection. Currently, Washington Street does not feature sidewalks. However, this would allow visitors and residents that park at the Town Hall Complex and Garrison Park parking lot to safely cross the street, granting them walkable access to establishments on the other side of the road, including commercial businesses, Dumfries Elementary School, the Weems-Botts Museum, Merchant Park, or even Overlook Park.

Another notable place to introduce pedestrian connections would be from the residential neighborhoods east of Fraley Boulevard into the Main Street Commons Area.

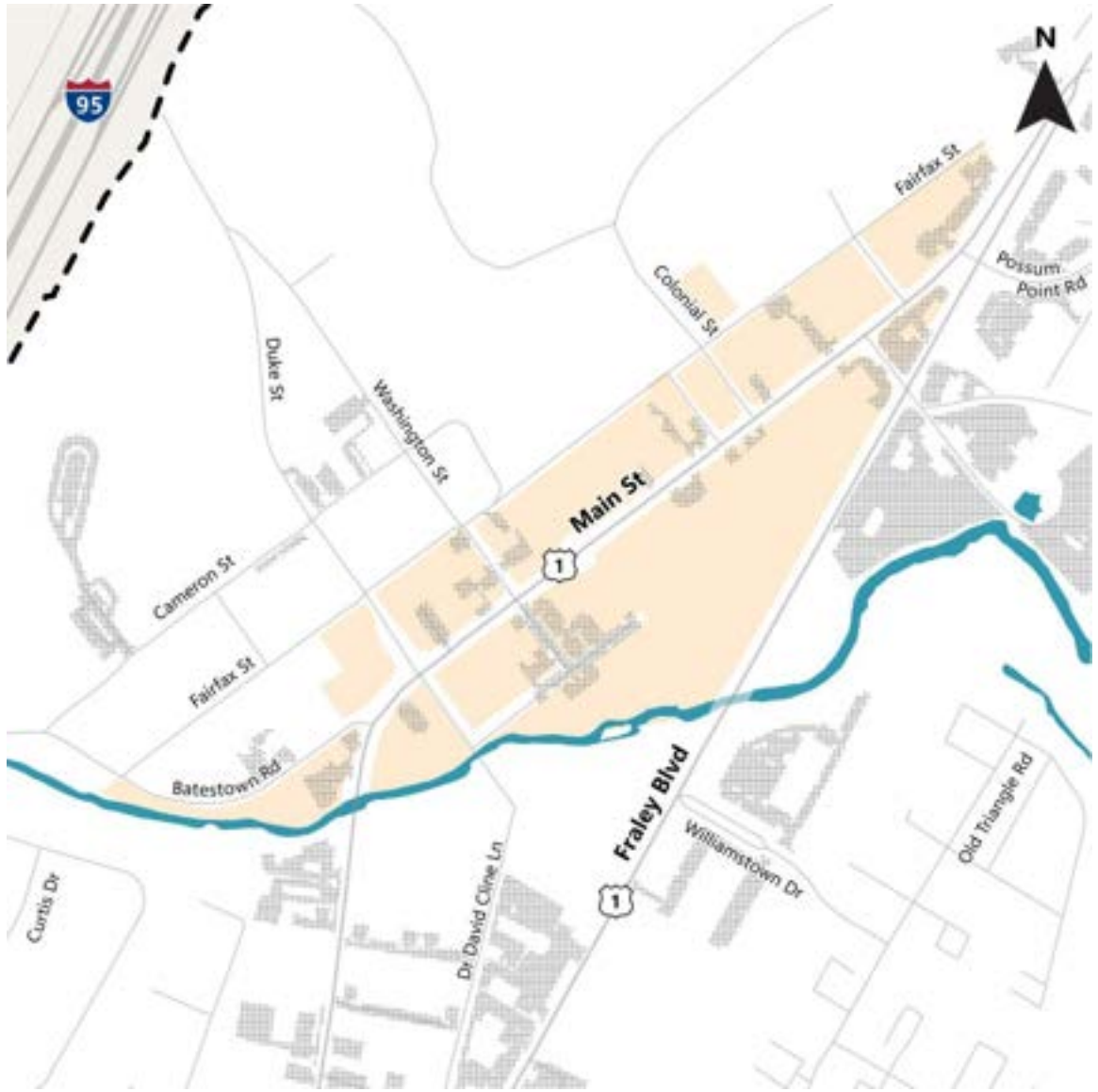


Transportation Context - Parking

One of the main public parking lots in the Town of Dumfries is in the Main Street Commons area, located between the Dumfries Police Department, Town Hall, and Cecil W. Garrison Park. This public outdoor parking lot has approximately 165 parking spaces.

Other parking lots in the area are attached to private commercial businesses.

Currently, there are no on-street parking spaces in the Main Street Commons area. When the Main Street right-of-way is turned over to the Town of Dumfries, per the recommendations and visualizations in the Planned Main Street District Pattern Book, on-street parking can be introduced to the area. The length of the Main Street right-of-way within the Main Street Commons area is approximately 2,600 feet. Assuming parallel parking spaces with lengths of 23 feet, one 2,600-foot parking lane could accommodate up to approximately 113 vehicles; two parking lanes would double this number. In practice, not all of this length will be able to accommodate on-street parking due to curb cuts and accompanying turn areas, but it is likely that large portions of the street will be able to. The final number of on-street parking spaces will also depend on the streetscape design, and whether angled or parallel on-street parking spaces are designed for.



Transportation Context - Overall

Walking *To*, Not *Through*: As the town's core, the Main Street Commons area does important work in shaping Dumfries's identity. If the vision for Dumfries is to be a walkable, accessible, and connected complete community, this character should be embodied first in this Small Area. Currently, the existing pedestrian network in this area runs *through* it, rather than making connections *throughout* it. Although the Main Street right-of-way will not turn over to the town until the Route 1 Road Widening project is complete, east-west pedestrian connections across Main Street will be important before, during, and after construction to define the Small Area as a unified pedestrian streetscape. Additionally, pedestrian facilities can be implemented prior to the completion of construction on Fraley Boulevard.

Batestown Road: Introducing on-street parallel (or angled) parking along Main Street can help to protect bicyclists and pedestrians from vehicle travel lanes while also slowing traffic on this corridor. Further, when the Route 1 Road Widening Project is completed, the southern end of Main Street will be converted to a cul-de-sac, closing connections to Quantico Gateway Drive and Fraley Boulevard. This will likely have network effects on trips between Main Street and Batestown Road, changing travel behavior. A concentrated effort may be required to facilitate safe interactions between pedestrians, bicyclists, and slowed drivers entering Main Street from Batestown Road.

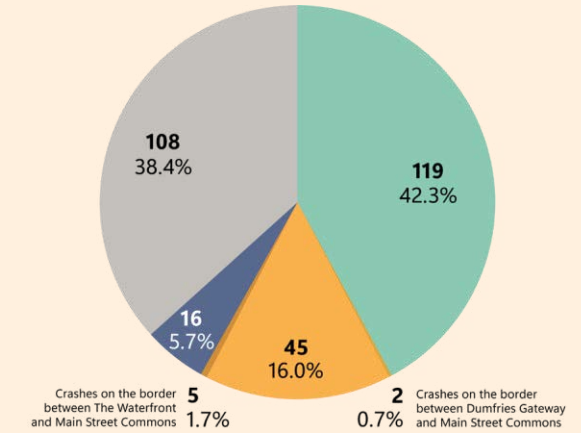
- Principal Arterial
- Minor Arterial
- Minor Collector
- Local
- Limited Access
- Sidewalk Network
- Trail
- Crosswalk or Crossing
- Parking Lot
- Main Street Commons Boundary
- Hydrological Features
- Dumfries Boundary



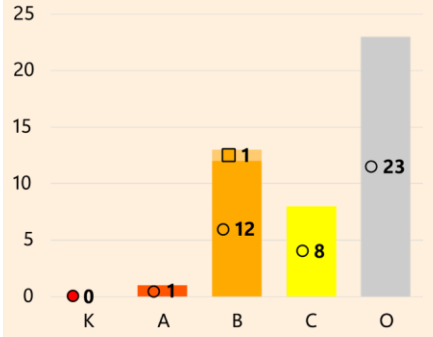
Transportation Context - Safety

Of the 288 recorded vehicle crash incidents that have occurred within Dumfries since 2017, 45 (16.0%) have occurred in the Main Street Commons area. Most of these occurred at or near the Batestown Road intersection with Main Street. At this intersection, there is only a stop sign on Batestown Road; there are no traffic signals in the Small Area.

Crashes in Dumfries by Small Area

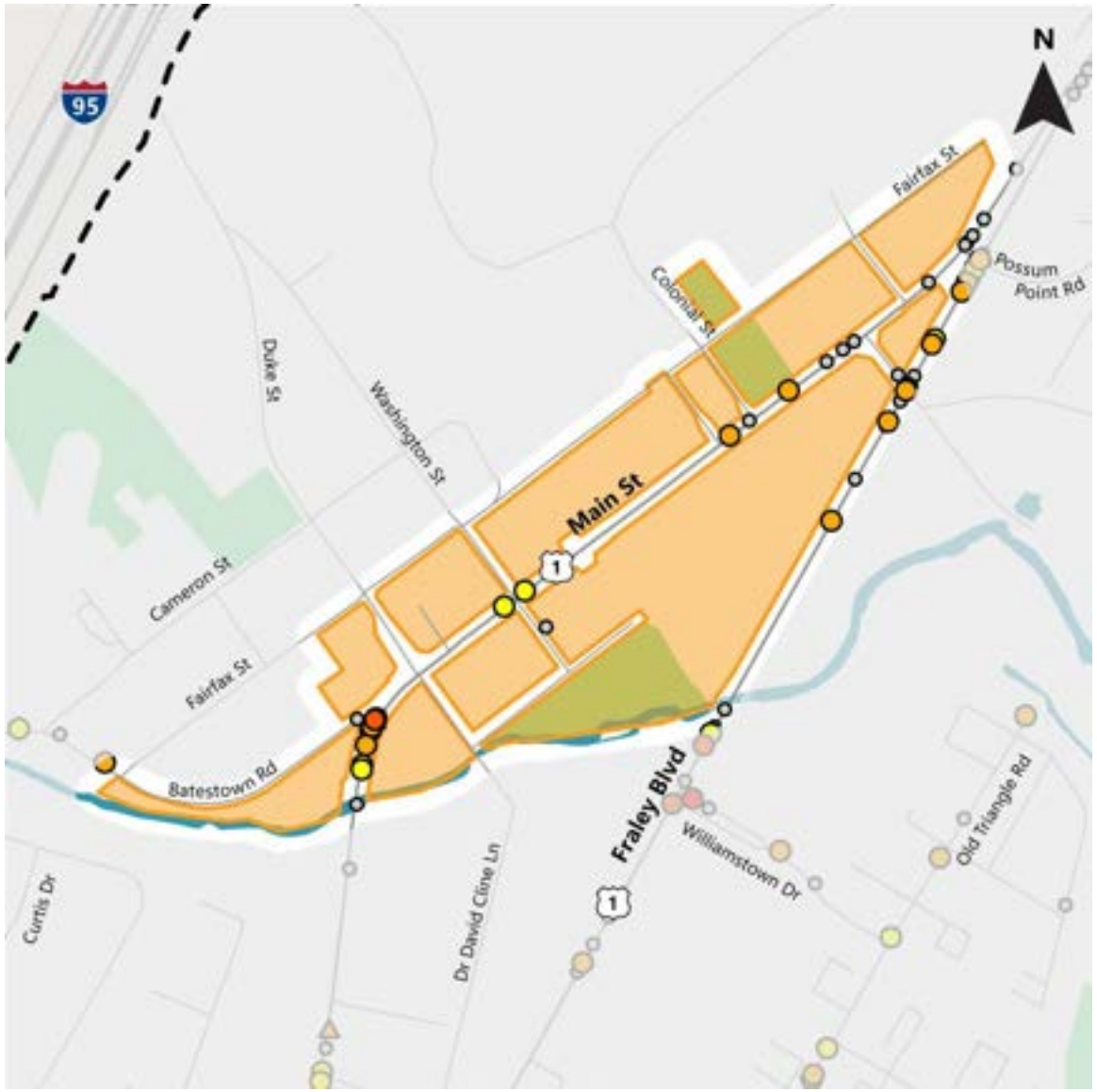


Crashes in Main Street Commons by Severity



Of the 45 recorded crash incidents in the Main Street Commons area, 22 (48.9%) resulted in injuries. Only one recorded crash incident involved a bicyclist; none involved pedestrians. This is perhaps due to the presence of sidewalks along Main Street in combination with relatively few pedestrians.







5 Small Area: Dumfries Gateway

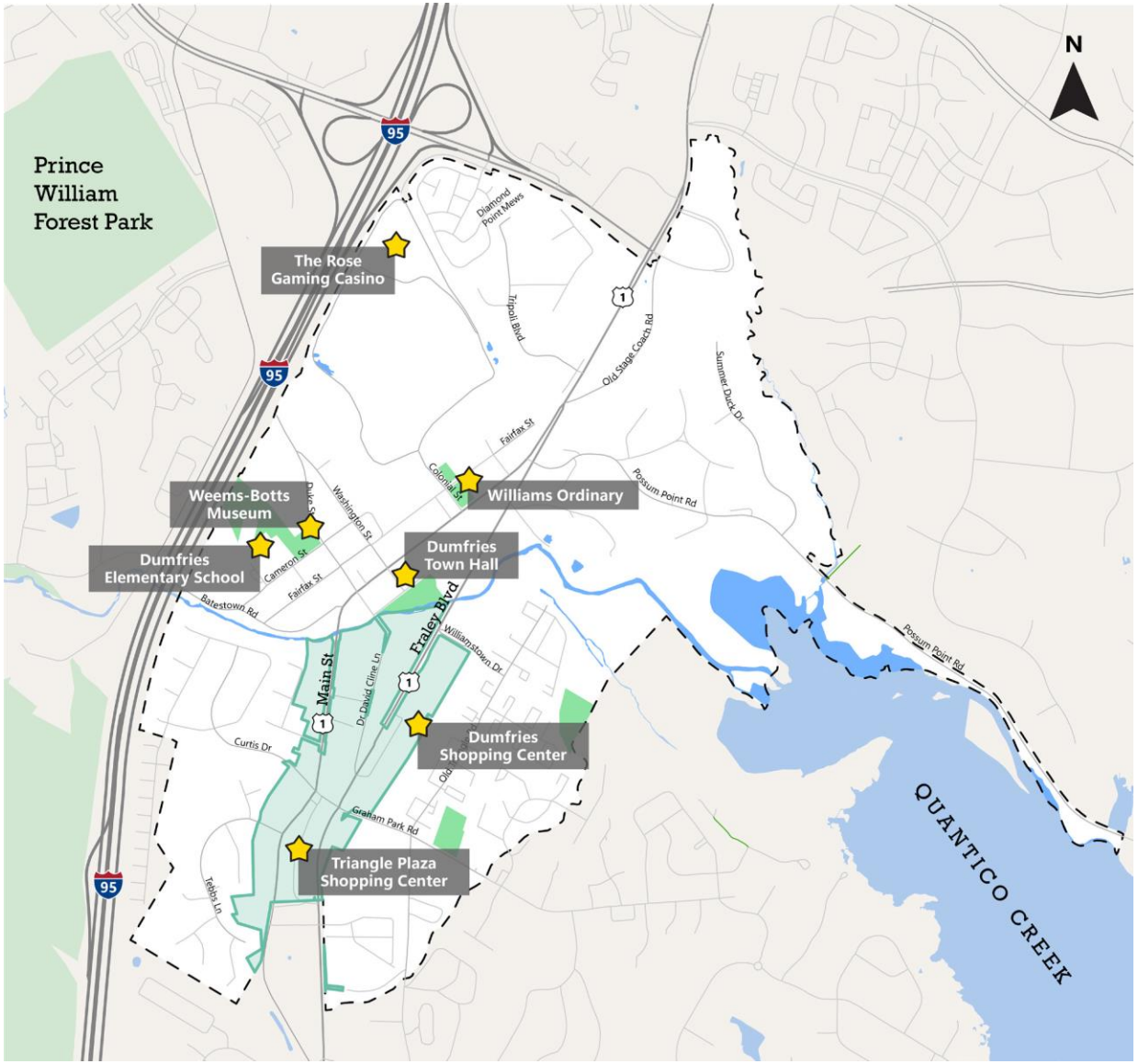
Overview

The Dumfries Gateway Small Area is located at the southern end of Dumfries, south of Quantico Creek. This area represents the southern—and more local—entrance to the town, in contrast to the Route 234 Crossroads Small Area at the northern end of Dumfries, which sees additional traffic from the nearby I-95 ramps.

This primarily commercial area is located between residential neighborhoods, with the recent Townsquare Apartments and Williamstown neighborhood to the east, and Prince William Estates to the west. Quantico Creek is north of the Small Area, and a VDOT storage facility borders the area to the south.

According to Destination Dumfries, the Dumfries Gateway Small Area Plan should:

- **Encourage redevelopment opportunities for the Triangle Plaza and Dumfries Shopping Centers.**
- **Establish a pedestrian-friendly streetscape that serves as a welcoming gateway to the town.**
- **Locate and pursue high-quality, community-serving food stores to attract both the commuting public and Dumfries residents.**



Dumfries Boundary

Dumfries Gateway
Mixed-use Hub Parcel Boundary

Character

Dumfries Gateway is...





...the ***welcome home***





...the ***town entrance***









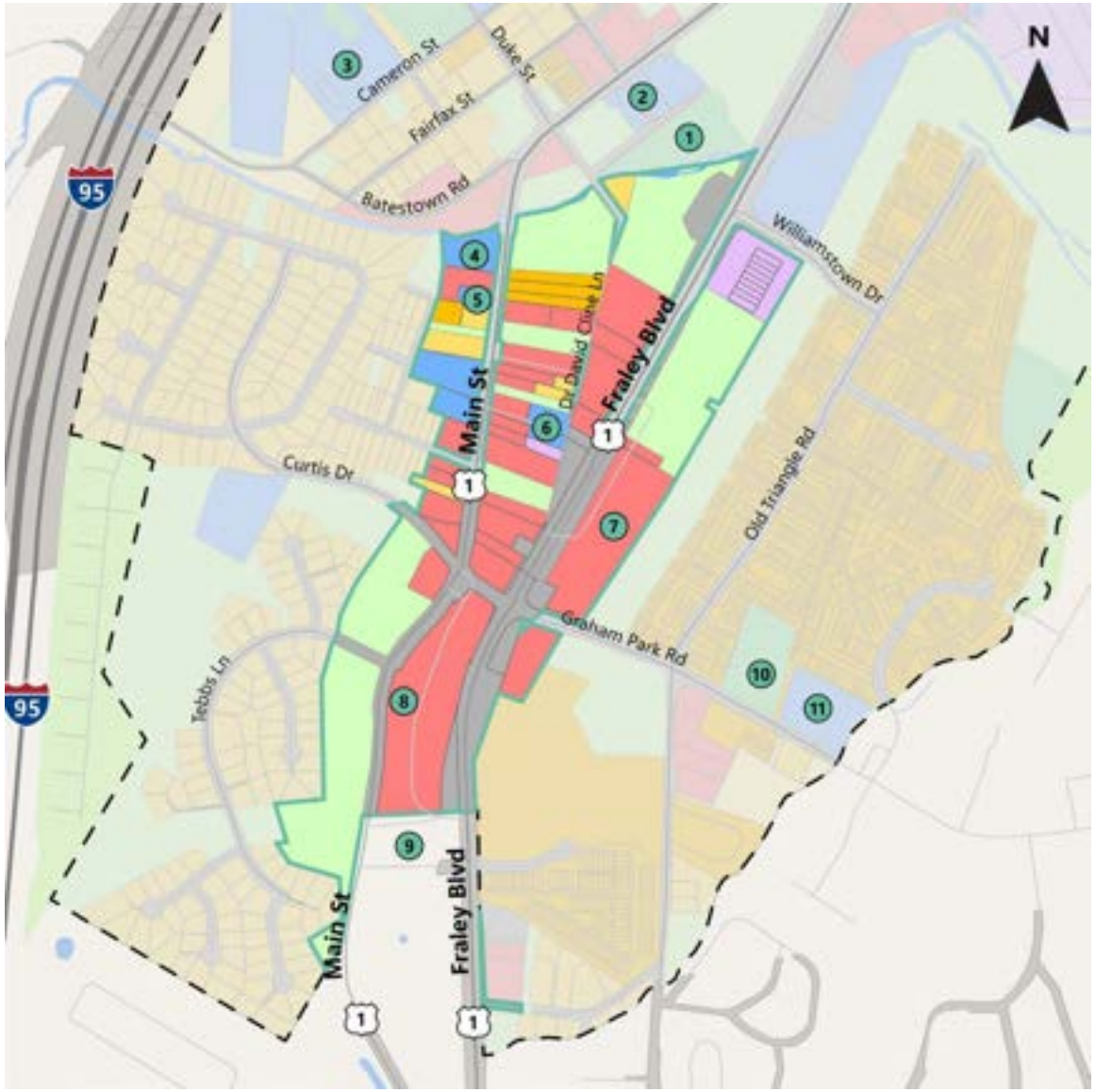
...a place for ***everyday destinations***

Points of Interest

The two largest shopping centers in Dumfries—the Triangle Plaza and Dumfries Shopping Centers—are located in the Dumfries Gateway Small Area. This area located nearest to Ginn Park; includes the Prince William County Library, the Post Office, and Bank of America; and features key services for residents, including dry cleaner, markets, restaurants, and Jimmy T's Ice Cream Shop. It is also home to the Action in Community Through Service (ACTS) Main Campus, Emergency Shelter, and Food Pantry. ACTS serves the Greater Prince William County area, and is the largest private non-profit local assistance provider in the region.

1. **Cecil W. Garrison Park**
2. **Town Hall**
3. **Dumfries Elementary School**
4. **Greater Praise Temple Ministries**
5. **ACTS Beverly Warren Emergency Shelter**
6. **ACTS Main Campus**
7. **Dumfries Shopping Center**
8. **Triangle Plaza Shopping Center**
9. **VDOT Storage Facility**
10. **Ginn Memorial Park**
11. **Fitness Court Studio at Ginn Memorial Park**

- Unused / Open Space
- Parks
- Institutional
- Hydrological Features
- Industrial
- Residential - Low-Density
- Residential - Medium-Density
- Residential - High-Density
- Commercial
- Public Right-of-way
- Dumfries Gateway Boundary
- Dumfries Boundary



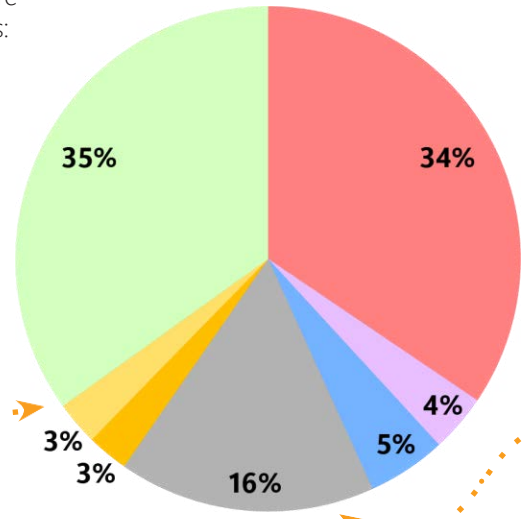
Land Use

Current land uses (by area) in the Dumfries Gateway are distributed primarily between commercial uses (34%), unused open space (35%), and public right-of-way (16%).

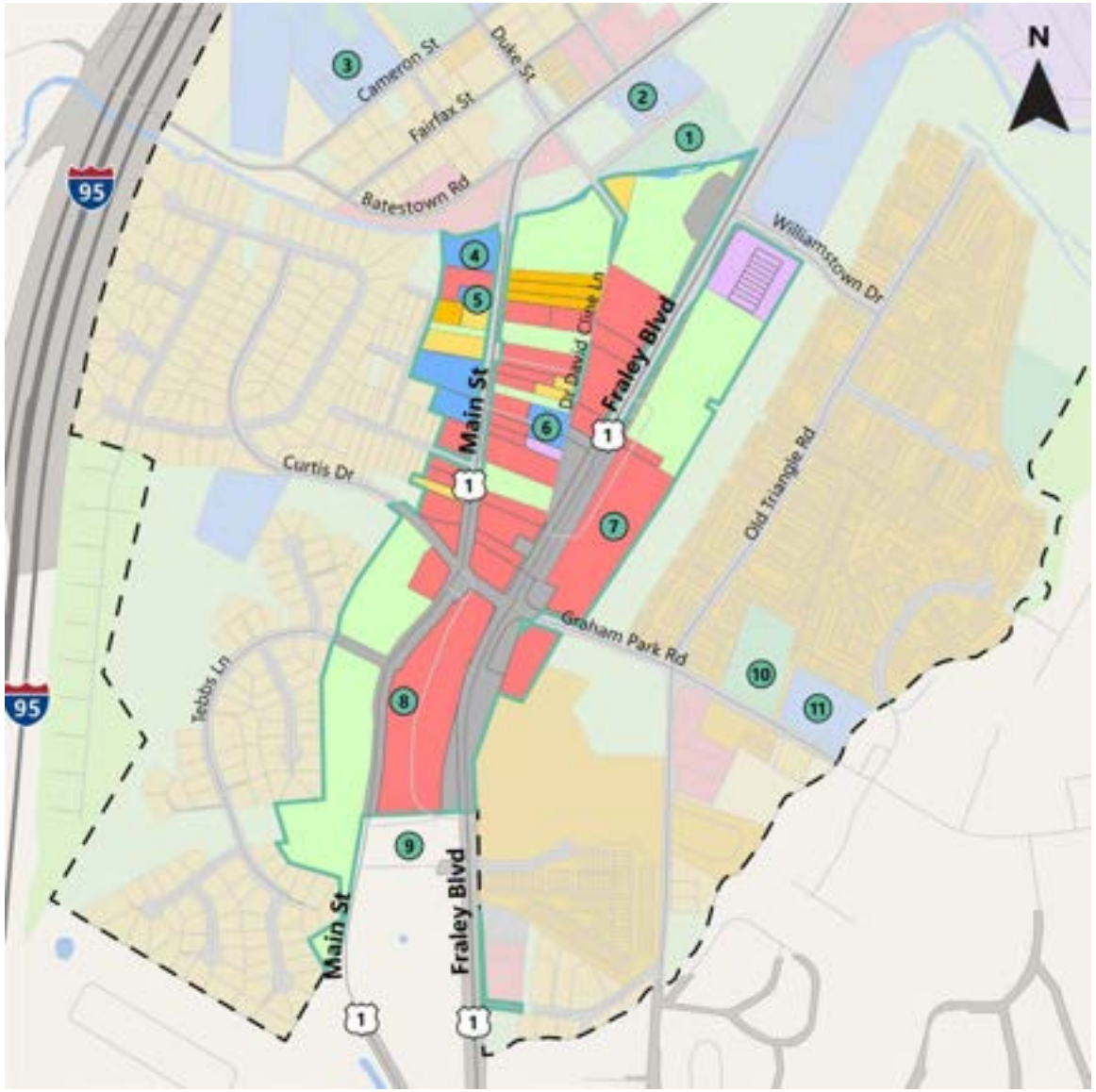
Open space parcels are primarily in these areas:
- Across Main Street from Triangle Plaza Shopping Center
- North of Dumfries Shopping Center
- Bordering Quantico Creek

The Triangle Plaza and Dumfries Shopping Centers represent much of this area. Other commercial parcels are less densely packed.

Right-of-way parcels in the Dumfries Gateway result from rezoning in preparation for the Route 1 Road Widening project.



- Unused / Open Space
- Parks
- Institutional
- Hydrological Features
- Industrial
- Residential - Low-Density
- Residential - Medium-Density
- Residential - High-Density
- Commercial
- Public Right-of-way
- Dumfries Gateway Boundary
- Dumfries Boundary



Land Use - Residential

Currently, few residential uses exist here. One notable use is a mobile home park in the northern part of the area. There are also a few single-family residences scattered along Main Street and Dr. David Cline Lane. Several residential communities are adjacent to the Hub and within walkable districts.

Manufactured Homes on Main Street

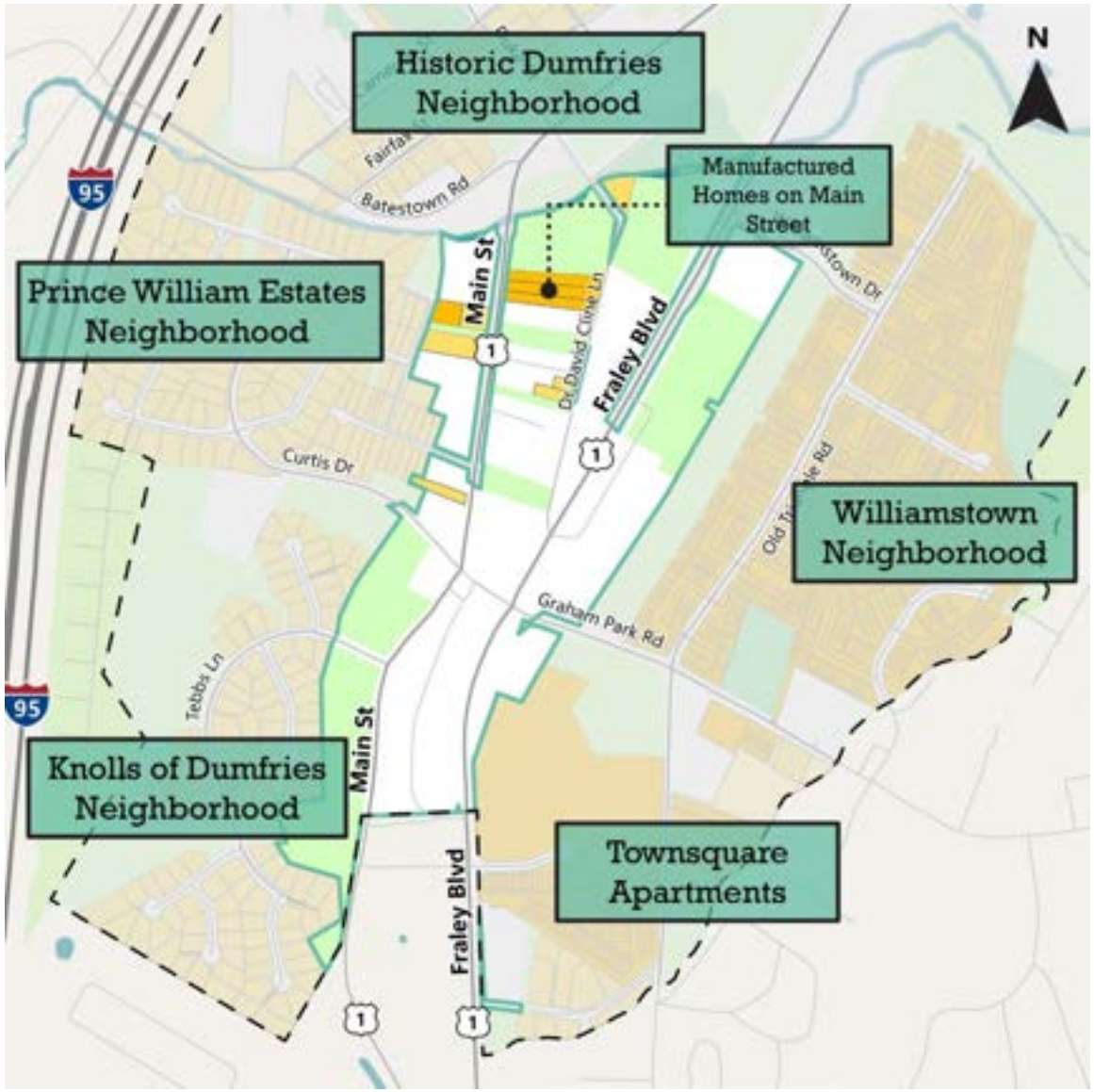


(Existing) 22 manufactured homes

Other Single-family Residences



(Existing) 5 Single-family residences throughout the area



- Unused / Open Space
- Parks
- Hydrological Features
- Residential - Low-Density
- Residential - Medium-Density
- Residential - High-Density
- Dumfries Gateway Boundary
- Dumfries Boundary

Land Use - Commercial

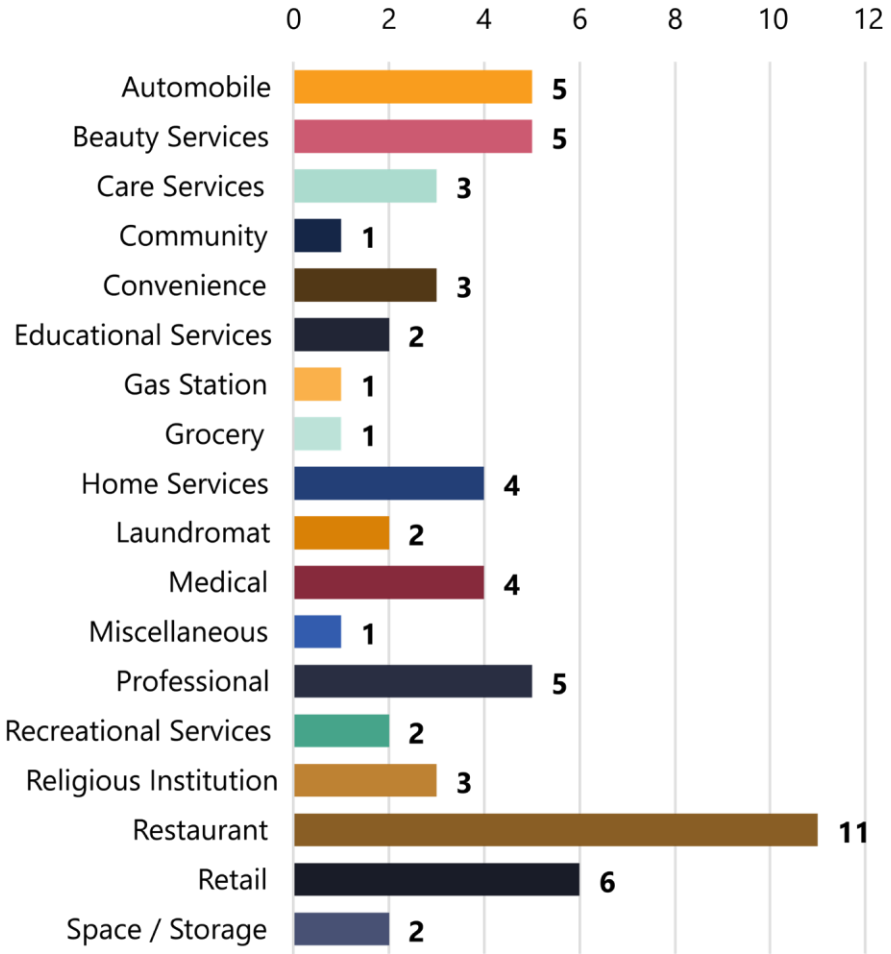
Dumfries Gateway is home to the majority of commercial businesses in Dumfries, most of which are located in the two main shopping centers.

- (A) Greater Praise Temple Ministries
- (B) Dumfries & Woodbridge U-Wash
- (C) ACTS Homeless Shelter
- (D) Word Performance Church & Christian Academy
- (E) Strong Foundation Academy
- (F) Early Childhood Education
- (G) Costello Plumbing & Heating
- (H) Elwye Center
- (I) Cropper's Auto Care
- (J) Sunoco / Quik Shop
- (K) **Triangle Plaza Shopping Center**
  - McDonald's
  - VA Vapes
  - Boost Mobile
  - Triangle Fried Chicken
  - Workout Anytime
  - Rosie's
  - Papa John's
  - Feng's Garden
  - BBBoba House
  - JC Cleaners
  - Paul Cash Inc. - Western Union
  - Dollar General
  - Dumfries Library - PWC Library Branch
  - Plaza South Offices
  - dhObee Laundry
  - Magic Nail Salon
  - Mosaic Barber & Beauty Salon II
- (L) VDOT Storage Facility
- (M) Triangle Self Storage
- (N) Lynn Vu DDS - LV Family Dentistry
- (O) Heads Up Barber & Beauty
- (P) **R & A Professional Center**
  - The Power Plant Boutique
  - EventPrep
  - Nik-hut Grille Food Truck
- (Q) Eveready Home Care
- (R) Dyvine BBQ In Motion
- (S) ACTS Hunger Prevention Center
- (T) Potomac Engraving
- (U) Dumfries Dental Associates
  Potomac River Orthodontics
- (V) United States Postal Service
- (W) Harley-Davidson of Quantico
- (X) Baskin-Robbins / Dunkin Donuts
- (Y) **Dumfries Shopping Center**
  - Walgreens Pharmacy
  - Fountain Gate Chapel
  - La Caverna Bar & Grill
  - Letache
  - Sandy's Salon de Belleza
  - El Tucan Family Restaurant
  - Fu Sheng Chinese Carry Out
  - Rent-A-Center
  - PulmoCare - Medical Equipment
  - Nova Juniper Program
  - Big Boss Smoke & Vape
  - metro by T-Mobile
  - Hair & Nail Designers
  - Coin Laundry
  - UMart Supermarket
- (Z) CARSTAR Quantico Collision Center
- (AA) AutoWorld - Used & New Tires
  Auto Repair Service



Land Use - Commercial

Business Types in Dumfries Gateway Commercial Parcels



TOTAL BUSINESSES COUNT: 61



Land Use - Parks and Open Space

There are no parks in the Dumfries Gateway Small Area. However, Graham Park Road connects through the area across Fraley Boulevard, providing access to Ginn Memorial Park and the Fitness Court Studio. The Graham Park Road corridor is also where the Envisioning Dumfries Area-Wide Plan proposes a community center.

Ginn Memorial Park

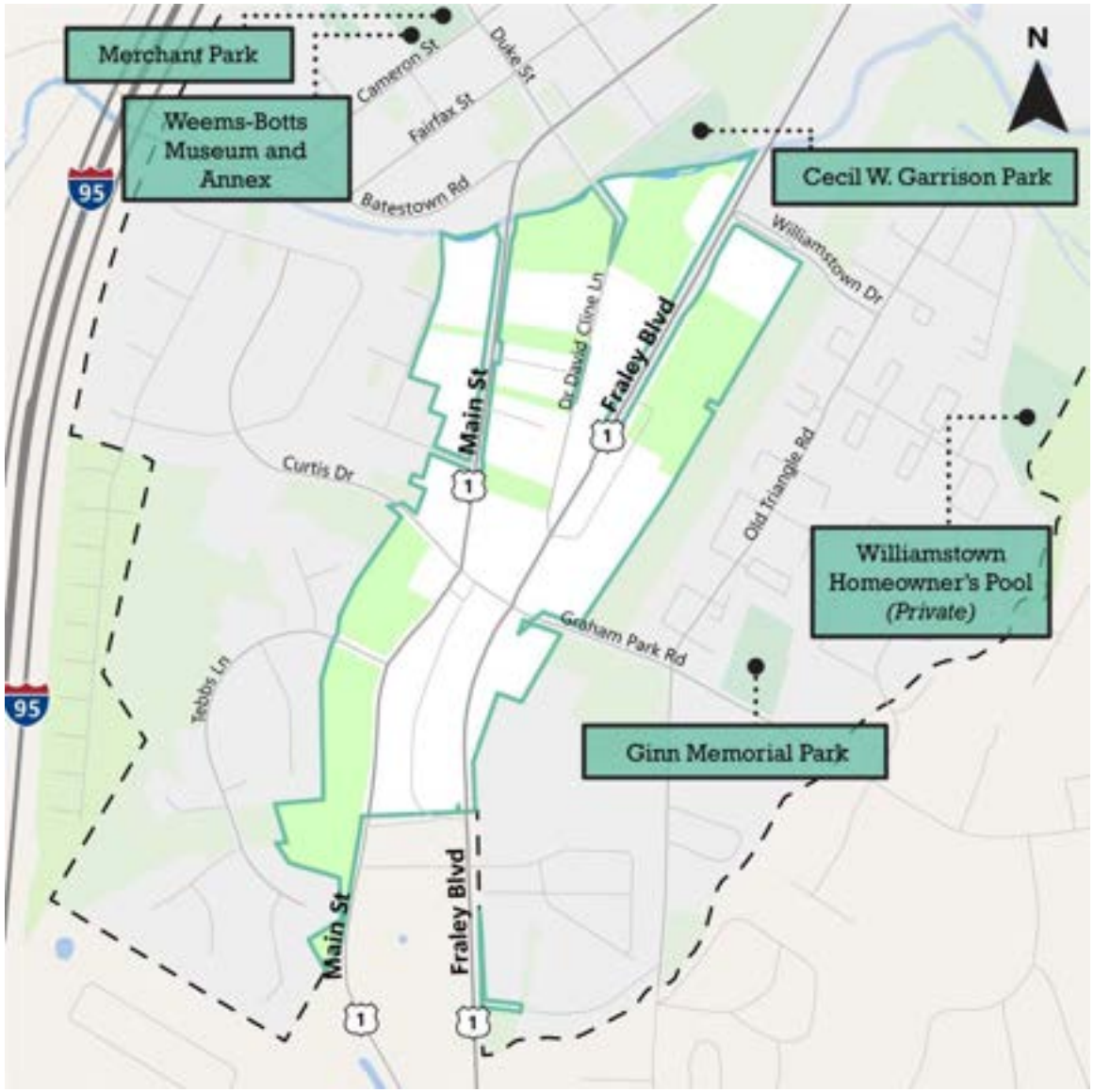


Opened in 2013, this park includes a basketball court, recreational fields, playground, and picnic pavilion.

Fitness Court Studio



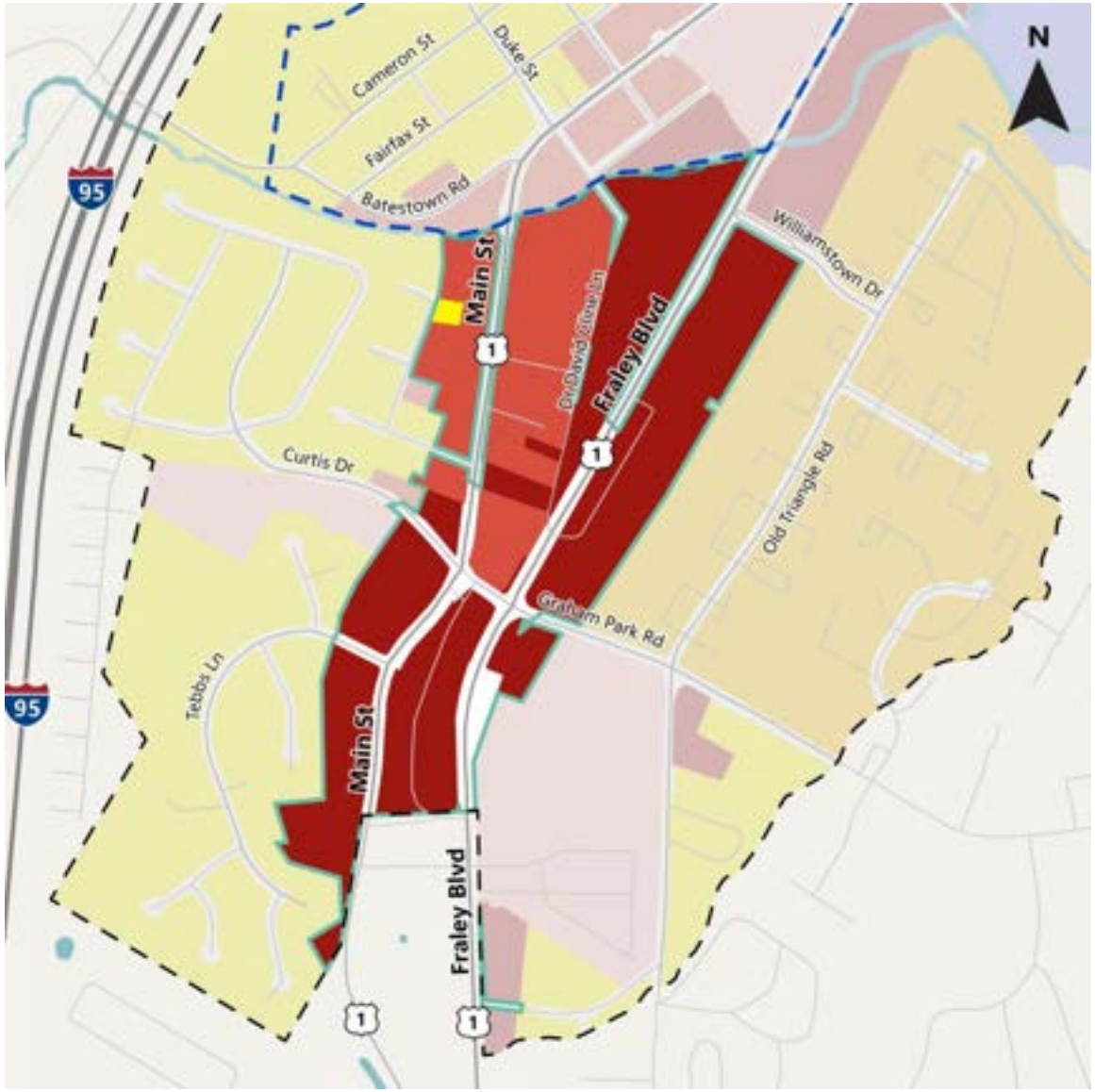
Located adjacent to Ginn Memorial Park, this is an accessible outdoor gym with programmable outdoor classroom space and equipment for calisthenics. It was funded and constructed in 2023.



Zoning

In Dumfries's current zoning map, three zoning districts are applied to the parcels of Dumfries Gateway:

B-1 - General Business	Intended for a wide variety of commercial and miscellaneous service activities, generally serving a wide area and located along existing major thoroughfares. Uses should not be industrial.
B-2 - Neighborhood Business	Intended to provide a limited range of business uses to serve public need at the neighborhood level, encouraging comfort for pedestrians and bicyclists to create a sense of community character.
R-2 - General Residential	Encompasses medium-density residential areas. This zoning designation is designed to stabilize, protect, and promote a suitable environment for families who desire quiet homesites.



- B-1 - General Business
- B-2 - Neighborhood Business
- FB/O1 - Flex Business / Office
- M-1 - Limited Industrial
- PMUD - Planned Mixed Use District
- R-1 - Limited Residential
- R-2 - General Residential
- R-3 - Condominium
- Historic Overlay District
- Dumfries Boundary
- Dumfries Gateway

Zoning - Business and Residential

In Dumfries's current zoning map, three zoning districts are applicable to the parcels of Dumfries Gateway:

B-1 - General Business

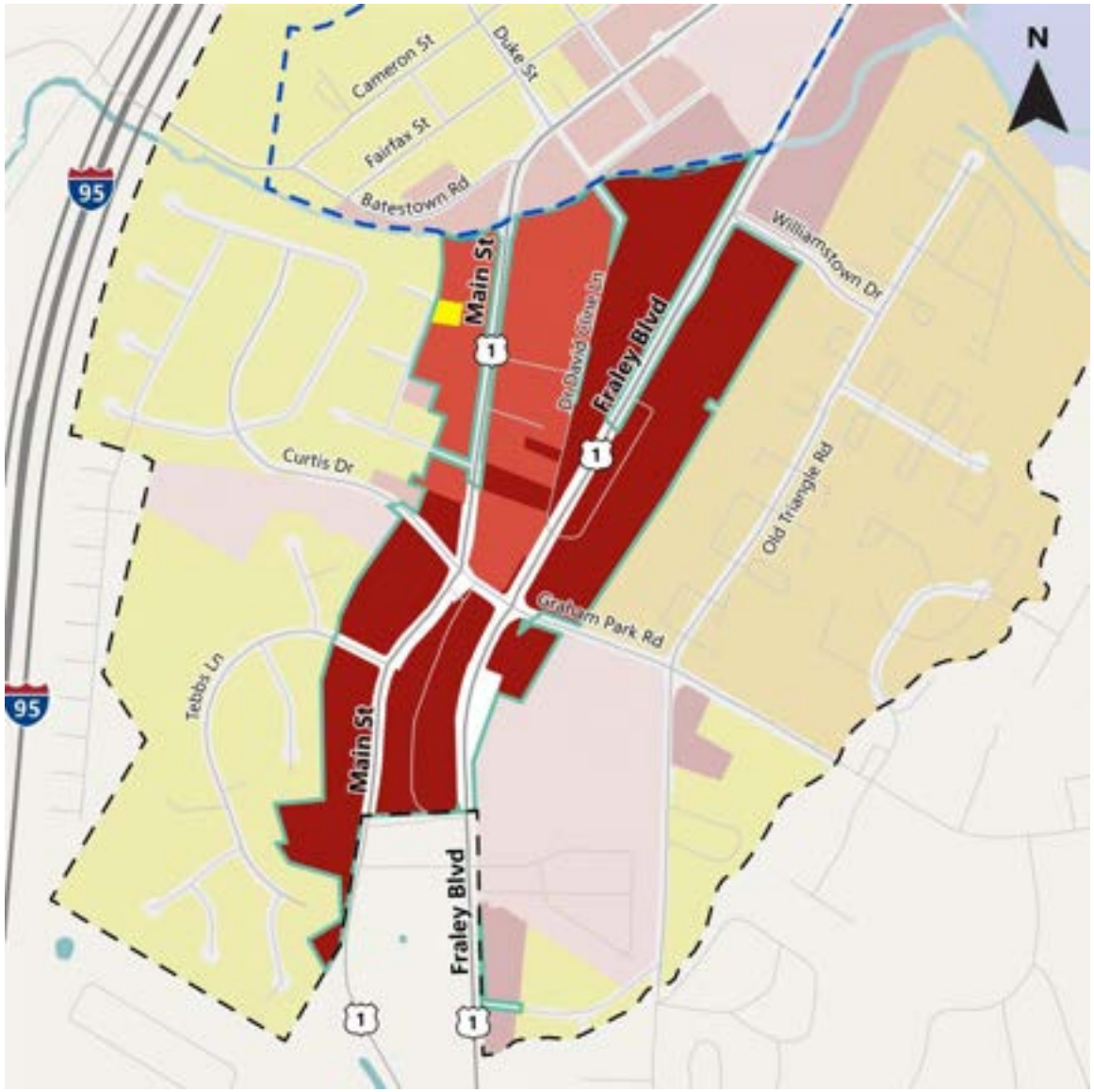
Most of the Dumfries Gateway area is zoned B-1. In particular, both the Triangle Plaza and Dumfries Shopping Centers are zoned B-1. This is consistent with the intent of the zone, which is for commercial activates oriented towards patrons visiting via automobile along major regional thoroughfares.

B-2 - Neighborhood Business

The land parcels around Main Street as it approaches the Town of Dumfries historic core are zoned B-2. This keeps zoning consistent between the Main Street Commons and Dumfries Gateway Small Areas. Both B-1 and B-2 zones allow for multi-level residential uses with ground floor retail or office space.

R-2 - General Residential

This parcel contains a single-family residential home. It is somewhat inconsistent with the parcels that surround it to the east, but is consistent with the uses and zoning to its west.



- B-1 - General Business
- B-2 - Neighborhood Business
- FB/O1 - Flex Business / Office
- M-1 - Limited Industrial
- PMUD - Planned Mixed Use District
- R-1 - Limited Residential
- R-2 - General Residential
- R-3 - Condominium
- Historic Overlay District
- Dumfries Boundary
- Dumfries Gateway

Resource Protection Areas and Tree Cover

The Town of Dumfries is located within the Quantico Creek Watershed, which itself is a part of the larger Chesapeake Bay Watershed. In 2005, the town adopted the Chesapeake Bay Preservation Act as part of its commitment to protecting the Bay. This act established Resource Protection Areas (RPAs), which include the land area "within 100 feet of a perennial stream bank or edge of wetlands adjacent to the stream." RPAs are described as the "last line of defense" for the Bay's water quality: they stabilize stream banks, filter pollutants, reduce stormwater runoff, and provide habitat for wildlife. The RPA is located on the northern border of the Dumfries Gateway Hub.

RPAs are protected under state law and local ordinances: in general, no development, land disturbance, or vegetation removal is allowed in an RPA. Because clear-cutting trees and vegetation is forbidden within RPAs, tree cover tends to coincide with RPAs.

Most of the tree cover in the Dumfries Gateway area exists on open space parcels. There is a small amount of tree cover demarcating property lines. Notably, there is almost no tree cover within the two major shopping centers or any of the other commercial parcels. The lack of shade and greenery creates a streetscape that suggests people move quickly through it via automobile: it is not a comfortable or pleasant place to move or stay in as a pedestrian.

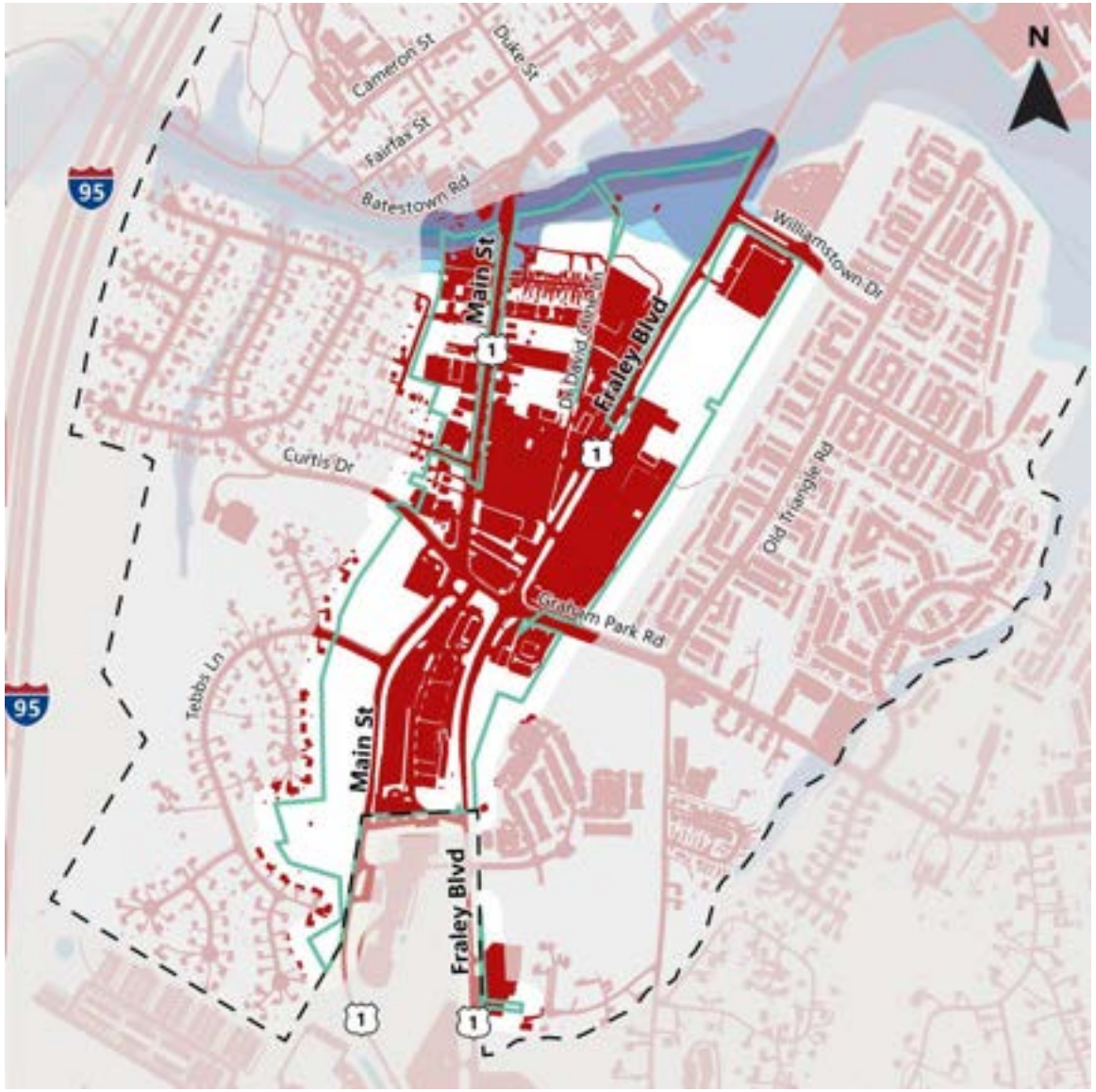


FEMA Flood Hazard Areas

The history and present of Dumfries is intertwined with the history and present of Quantico Creek, which forms the northern border of the Dumfries Gateway area. Federal Emergency Management Agency (FEMA) Flood Hazard Areas are limited to the northern parcels of the Small Area.

In recent years, flash flooding has at times closed parts of Main Street (Route 1) to traffic. The Town of Dumfries also recently secured $1.2 million in federal funding to mitigate flooding from Quantico Creek. The federal grant has been used to fund Quantico Creek Restoration efforts to enhance capacity and reduce flooding.

Impervious Surface	Regulatory Floodway	100-Year Flood Hazard Area	500-Year Flood Hazard Area
These are areas with hard, water-resistant land covers that prevent rainfall from being absorbed. Rooftops, asphalt, and concrete are all impervious surfaces.	These are areas that must be kept free of major development or obstructions so floodwaters can flow freely and safely in the event of a flood.	These are areas that have a 1% chance of flooding to an equal or greater degree in any given year (or about a 1 in 100 chance of occurrence each year).	These are areas that have a 1 in 500 chance of flooding to an equal or greater degree in any given year.



Regulatory Floodway

Impervious Surface

100-Year Flood Hazard Area

Dumfries Gateway Boundary

500-Year Flood Hazard Area

Dumfries Boundary

Utilities

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

Electricity

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

Water and Sewer

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

The Dumfries Gateway area appears to be well-serviced by existing public water and sewer lines. If high-density residential developments are added as part of mixed-use redevelopments of the Triangle Plaza and/or Dumfries Shopping Centers, it is possible that extensions to or assessments of the capacity of existing lines will need to occur.



- Wireless Communications Tower
- EV Charging Station
- Fire Hydrant
- Dumfries Gateway Boundary
- Dumfries Boundary
- 150Hz Electrical Line
- Water Line
- Sewer Line
- Road

Transportation Context - Roadways

The Dumfries Gateway is structured by two arterial roads, Fraley Boulevard (Route 1 Northbound) and Main Street (Route 1 Southbound). Because Route 1 is an arterial road that runs parallel to I-95, when I-95 experiences capacity issues due to crashes or incidents, it experiences very high congestion as drivers look for alternatives. In 2021, the average daily traffic (ADT) on Fraley Boulevard was 21,000 vehicles. More recent ADT estimates by section suggest that between 10,000 to 13,000 vehicles travel on the northbound Fraley Boulevard each day; the southbound Main Street is traveled by between 9,200 to 16,000 vehicles each day. In 2042, ADT is projected to increase to 69,000 vehicles along Route 1.

When the Fraley Boulevard road widening project completes, Main Street will be converted to accommodate local traffic, and the town will assume ownership of the right-of-way. This project will also introduce a sidewalk and shared use path along Fraley Boulevard, creating a multimodal-accessible corridor that runs north-south through Dumfries.



- Principal Arterial
- Minor Arterial
- Minor Collector
- Local
- Limited Access
- Dumfries Gateway Boundary
- Hydrological Features
- Dumfries Boundary

Transportation Context - Multimodal

Currently, there are pedestrian connections into the Dumfries Gateway Small Area from the Prince William Estates neighborhood to the west via Curtis Drive, and from the Williamstown neighborhood via Graham Park Road to the east. Within parcels inside Dumfries Gateway, there are a few pedestrian-oriented amenities, primarily providing storefront access within shopping centers.

Although there are sidewalks that run along Main Street, there are few opportunities for pedestrians to cross from one side of Main Street to the other; the only crosswalk is located at the Curtis Drive/Graham Park Road intersection. Likewise, the only crossing across Fraley Boulevard is at the Graham Park Road intersection. Despite the signalized crossing and crosswalk markings, pedestrians at this intersection may feel unsafe due to the high speeds and volumes of traffic, as suggested by the number of recorded pedestrian-involved crash incidents that have occurred at this intersection. Th widening of Route 1 from two lanes to six lanes will likely make the crossing more difficult. However, the widening project includes a 10-foot multi-use path on the west side and a five-foot sidewalk on the east side.

Given the importance of the Triangle Plaza and Dumfries Shopping Centers as commercial and retail spaces in the town, the pedestrian experience in these areas should be a priority. The introduction of public spaces and walking paths throughout and between parcels within the area could also expand upon the existing pedestrian networks that exist in adjacent residential communities.



Transportation Context - Parking

Much of the developed land in the Dumfries Gateway Small Area is covered by surface parking lots. However, all of these parking lots are attached to private commercial establishments; they are generally meant to be occupied by visitors of the respective establishments. In particular, the Triangle Plaza and Dumfries Shopping Centers currently have large surface parking lots. The road widening project on Fraley Boulevard will expand into the current surface lots of both shopping centers and as a result there will be a smaller available land area for surface parking in the future than there is currently.

If parcels within the Dumfries Gateway Small Area are redeveloped either for higher-density mixed-use residential developments or as regional destinations, it will be important to keep parking considerations in mind, especially for parcels that are served directly by Fraley Boulevard. In these cases, it may be suitable to explore the use of parking garages, rather than the continued use of surface lots, in order to increase the walkability within the area.

When the road widening project is complete and the Main Street right-of-way is converted to a local street culminating in a cul-de-sac, it will likely be possible to add on-street parking to Main Street. The section of Main Street in the Dumfries Gateway Small Area is approximately 3,000 feet. A 3,000-foot parking lane accommodates up to 130 spaces.



Transportation Context - Overall

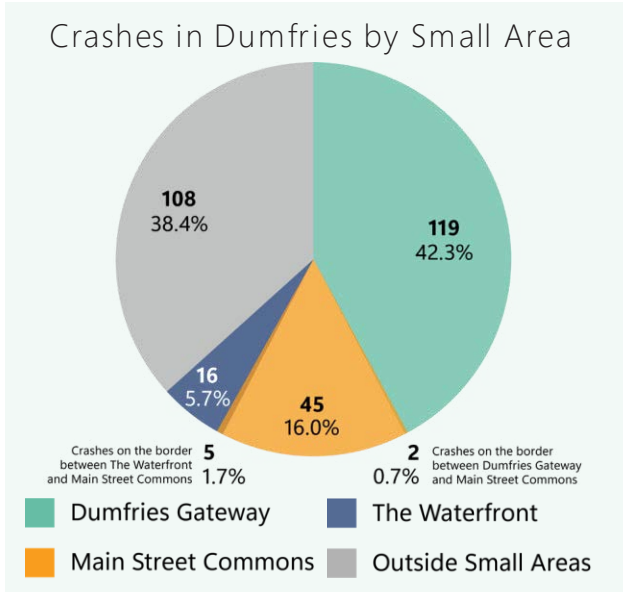
Spokes and Spine: In more ways than one, Route 1 acts as the principal artery of Dumfries's transportation network. This roadway facilitates vehicle circulation throughout the rest of the town, but best accommodates traffic that moves through it. When the Route 1 Road Widening project is completed, it will also serve as the principal artery for non-vehicle modes of transportation. Strengthening a multimodal east-west network at key intersections—at Williamstown Road and Graham Park Road, for example—helps to ensure that people can move throughout Dumfries, rather than just through it.

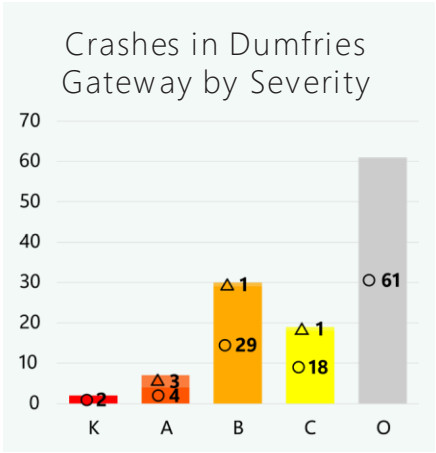
Graham Park Road Intersection: The Graham Park Road intersection is one of the major intersections on Fraley Boulevard within Dumfries town limits. It facilitates traffic to the nearby middle school and also connects residents in the dense Williamstown neighborhood to the Route 1 principal arterial. When the southern end of Main Street is converted to a cul-de-sac as part of the Route 1 Road Widening project, this intersection will increase in network importance, likely carrying southbound traffic from Batestown Road that previously would have avoided this intersection. Building out a pedestrian-oriented streetscape leading up to this intersection can help to ensure this crucial crossing maintains a sense of place in Dumfries, rather than taking on the character of a bottleneck for those passing through.



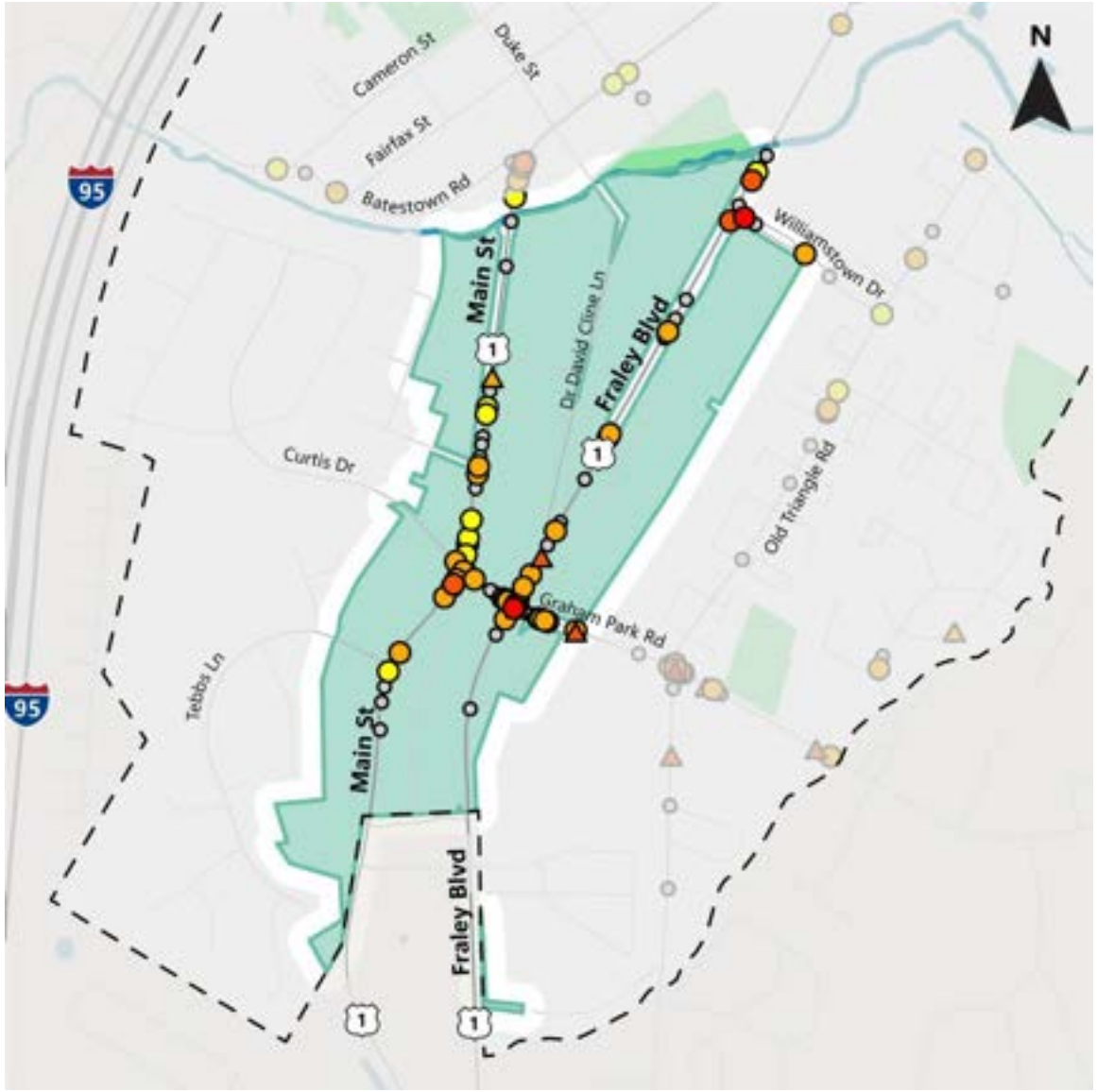
Transportation Context - Safety

Of the 288 recorded vehicle crash incidents that have occurred within Dumfries since 2017, 119 (42.3%) have occurred in the Dumfries Gateway area. Most of these took place at or near the Graham Park Road intersections with either Fraley Boulevard or Main Street. There have also been severe or fatal crashes at the Williamstown Drive intersection.





Of the 119 recorded crash incidents in the Dumfries Gateway area, 58 (48.7%) resulted in injuries. Five recorded crash incidents involved pedestrians; none involved bicyclists. Four of these five pedestrian-involved incidents occurred at or near the Graham Park Road intersection.





6 Small Area: The Waterfront

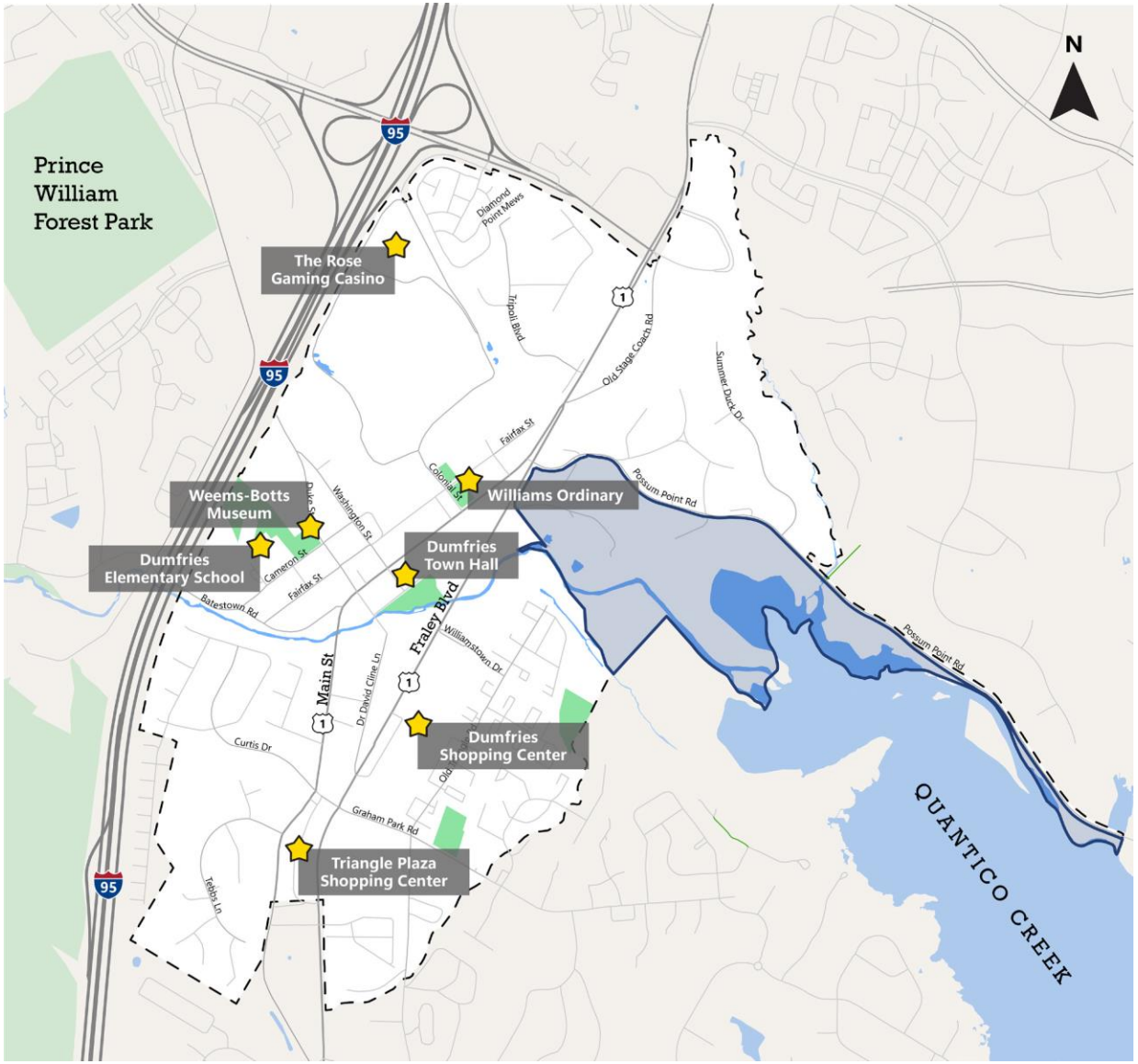
6. Small Area: The Waterfront
Overview

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

Currently, industrial uses occupy most of the land in this Hub. In September 2025, the Town of Dumfries finalized a purchase of 161 acres of land within this area. According to the town's press release, this includes roughly 14 acres of developable land, with the remaining area dedicated to environmental resource protection of the Quantico Creek watershed and recreational uses.

According to Destination Dumfries, the Waterfront Small Area Plan should:

- **Consider the results of the environmental assessment and feasibility study.**
- **Capitalize on the natural assets of the area and open them to the public.**
- **Include development of recreational uses in the area.**



Dumfries Boundary

The Waterfront
Mixed-use Hub Parcel Boundary

Character

The Waterfront is…



…a ***public utility***





…a ***connection to water***





…the place that ***established Dumfries***

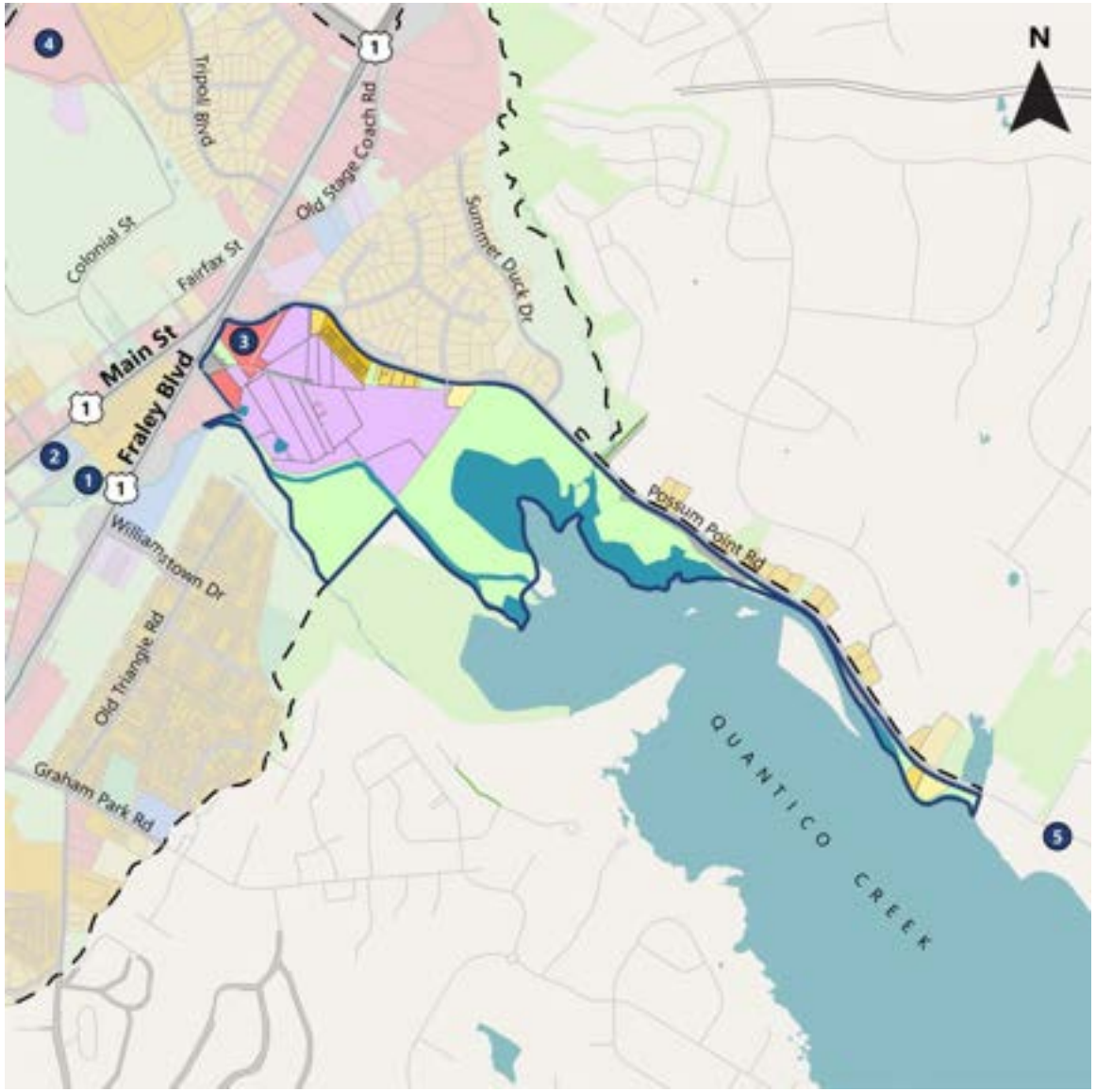
Points of Interest

The most recent business in Dumfries is the convenience store and gas station located at the intersection of Possum Point Road and Fraley Boulevard. This parcel is also very close to the point where Route 1 splits into Main Street and Fraley Boulevard, at the northern end of the Main Street Commons Small Area.

At the end of Possum Point Road is the Possum Point Power Station, which generated electricity from coal between 1948 and 2003. Today, it uses oil and natural gas as fuel. Operations expanded in 2025 to accommodate rising data center power demands.

1. **Cecil W. Garrison Park**
2. **Town Hall**
3. **Wawa**
4. **The Rose Gaming Resort**
5. **To Possum Point Power Station**

- Unused / Open Space
- Parks
- Institutional
- Hydrological Features
- Industrial
- Residential - Low-Density
- Residential - Medium-Density
- Residential - High-Density
- Commercial
- Public Right-of-way
- The Waterfront Boundary
- Dumfries Boundary



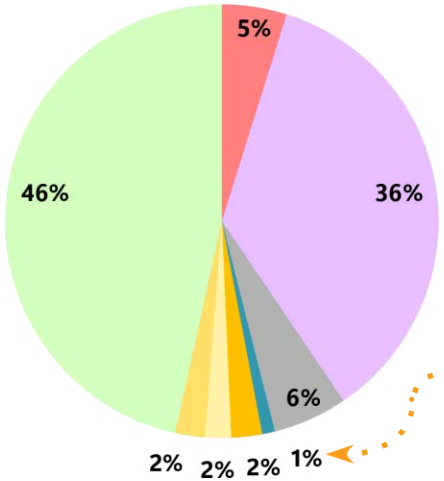
Land Use

Current land uses (by area) in the Waterfront are distributed primarily between industrial uses (36%), and unused open space (46%).

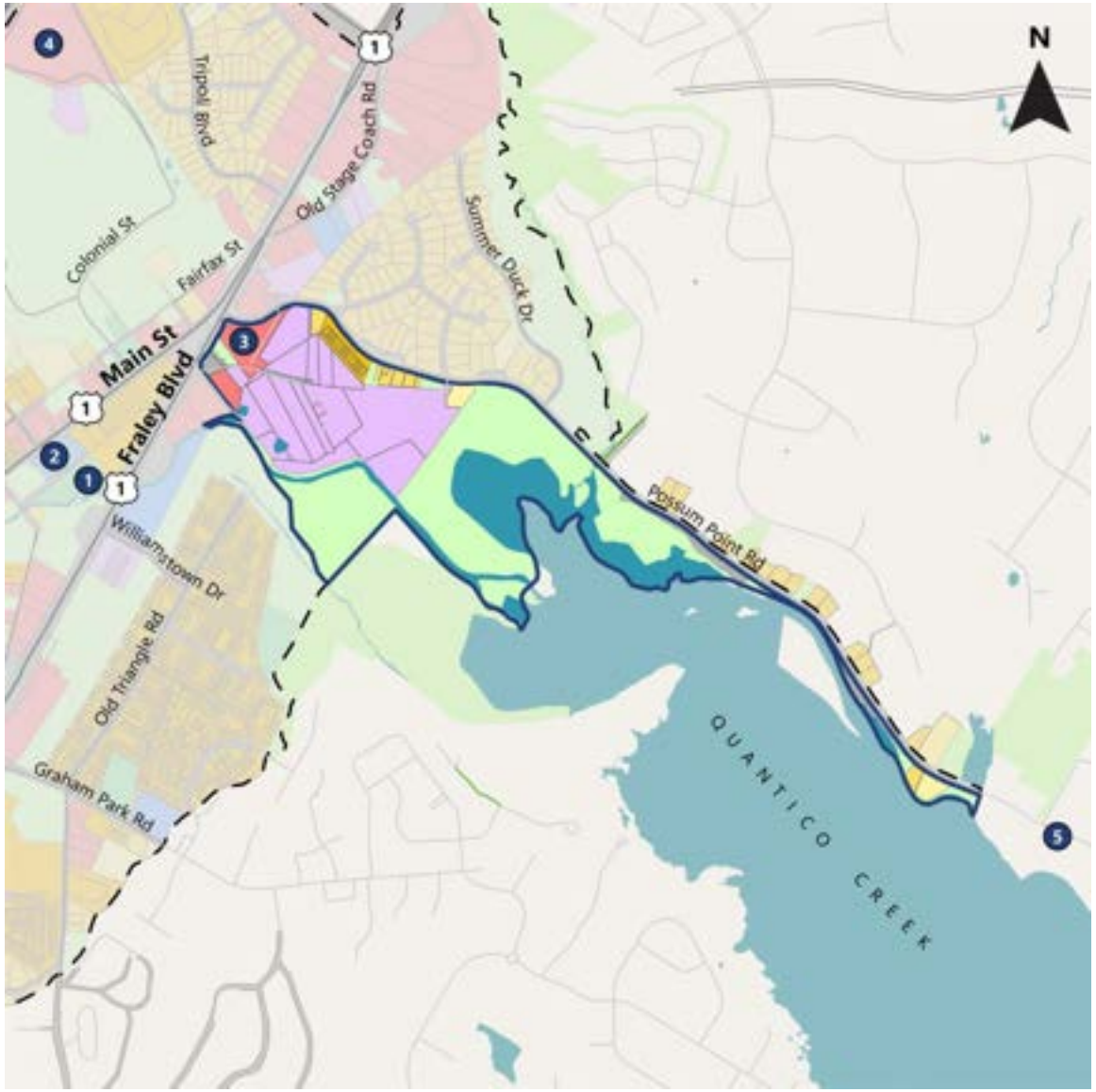
Most of the land in the Waterfront is unused open space. However, much of this land lies in the Quantico Creek floodway and 100-year flood hazard area.

Of developable land in the Waterfront area, most of it is currently used for industrial purposes, requiring brownfield studies to be conducted.

The Quantico Creek hydrological boundary extends into open space parcels, beyond areas explicitly zoned as open water.



- Unused / Open Space
- Parks
- Institutional
- Hydrological Features
- Industrial
- Residential - Low-Density
- Residential - Medium-Density
- Residential - High-Density
- Commercial
- Public Right-of-way
- The Waterfront Boundary
- Dumfries Boundary



Land Use - Residential

There are two types of residential developments in the Waterfront area. The Point townhomes consist of three building blocks with six townhomes each. There are also single-family residential homes in the area boundary.

The Point Townhomes

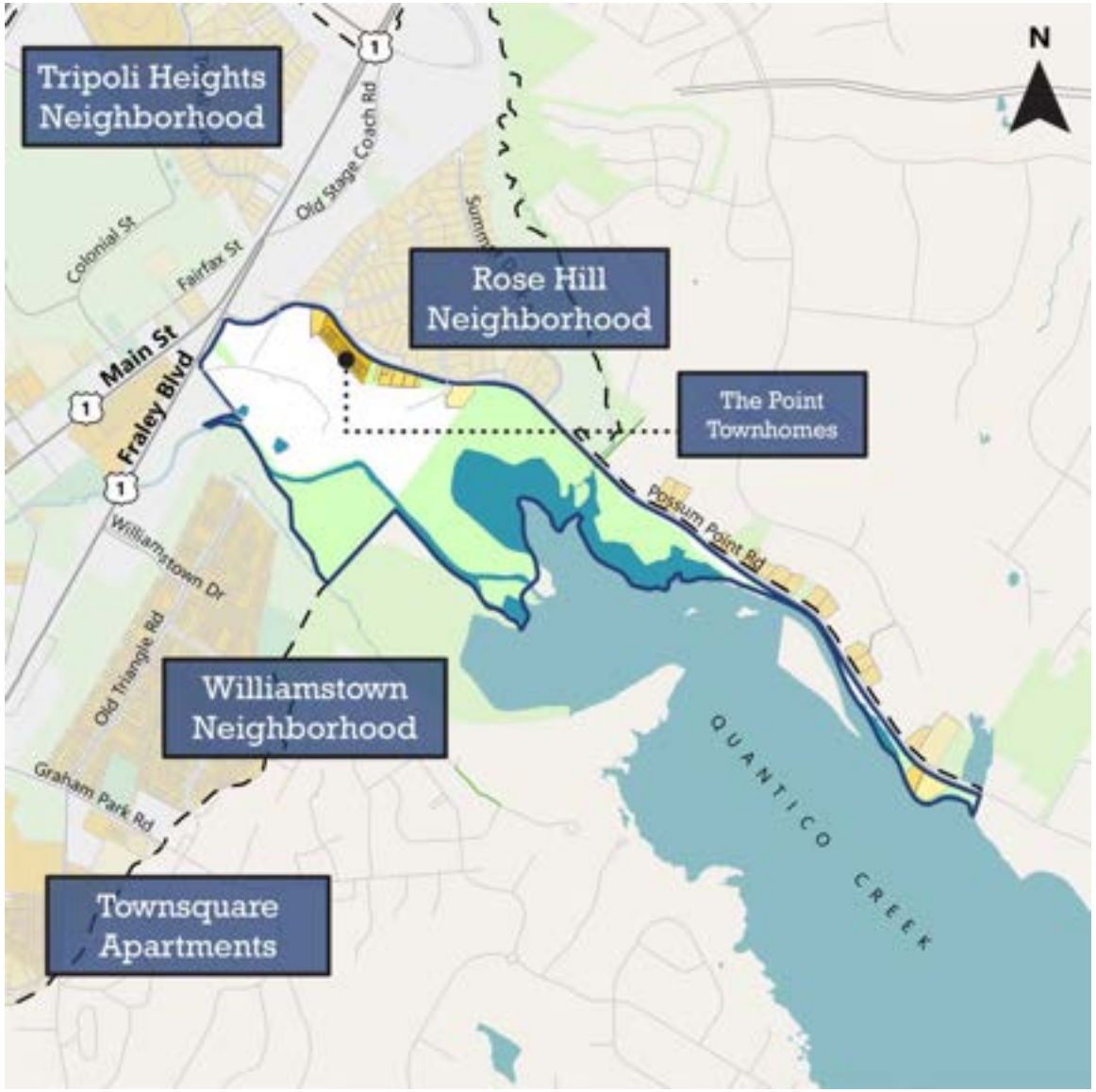


(Existing) 18 townhomes (three buildings with 6 homes each)

Single-family Residences



(Existing) 8 Low- or Medium-density residential parcels

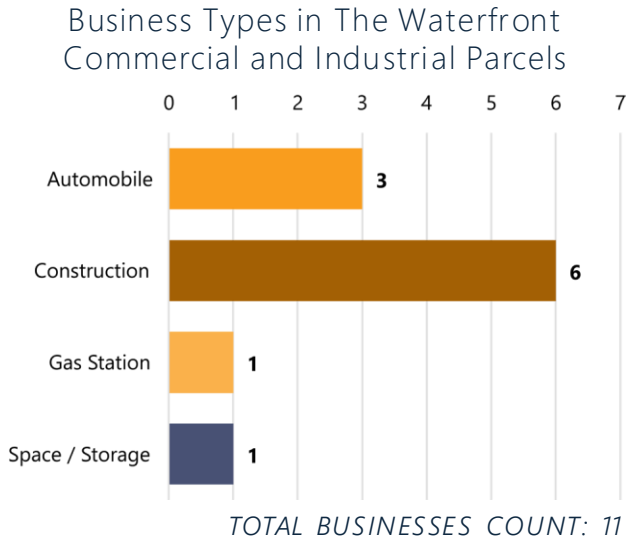


- Unused / Open Space
- Parks
- Hydrological Features
- Residential - Low-Density
- Residential - Medium-Density
- Residential - High-Density
- The Waterfront Boundary
- Dumfries Boundary

Land Use - Commercial

Currently, there are few commercial uses in the Waterfront area. One of these is the Wawa; other commercial uses consist of automobile-related businesses.

Because the existing industrial uses also function as businesses, they have been included in this inventory.



TOTAL BUSINESSES COUNT: 11

- A Cropper's I Towing & Tires
- B Select New & Used Tires and Auto Services
- C Whitehurst Transport
- D Wawa
- E Vulcan Materials
- F 17650 Possum Point Plaza
- G Titan America
- H Phillip C Clarke Electrical Contractor
- I T&A Construction
- J Alex Auto Body
- K Arban Precast Stone



Land Use - Parks and Open Space

Currently, there are no parks in the Waterfront area. There is, however, significant amounts of open space adjacent to Quantico Creek. These areas have waterfront views that The Town aims to open up for public access and enjoyment. A significant variety of birds, including waterfowl, also visit this area.

Views of the Waterfront



Photo from the Prince William Times, taken from the back of homes along Possum Point Road.

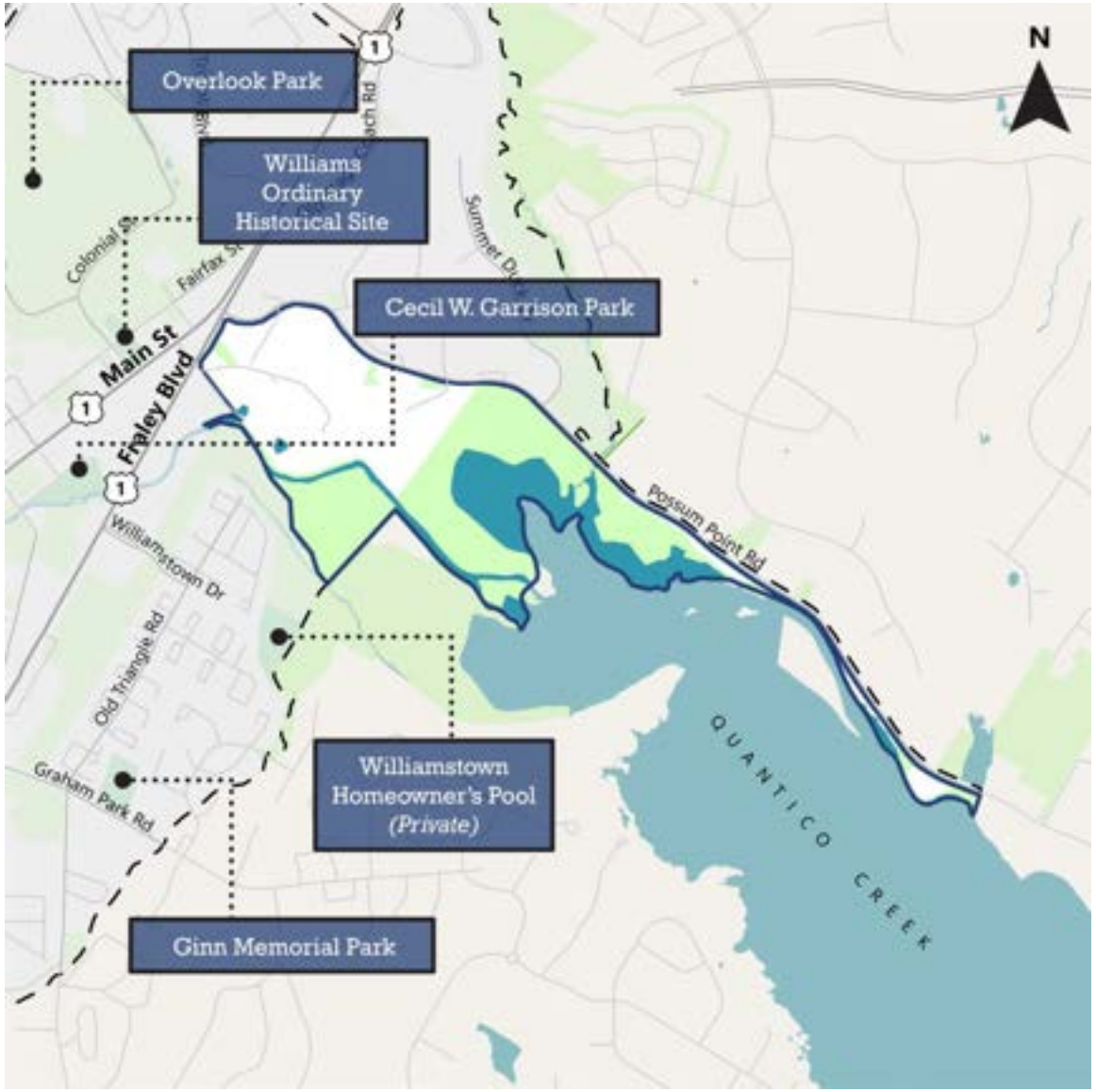
There are a number of unused and/or unmaintained docks on the banks of Quantico Creek bordering Possum Point Road. There is an opportunity to create public access trails and small watercraft launch areas here.

Waterfront Wildlife



Trumpeter swan photo taken in Dumfries on March 9, 2026, shared to the American Birding Association Facebook page.

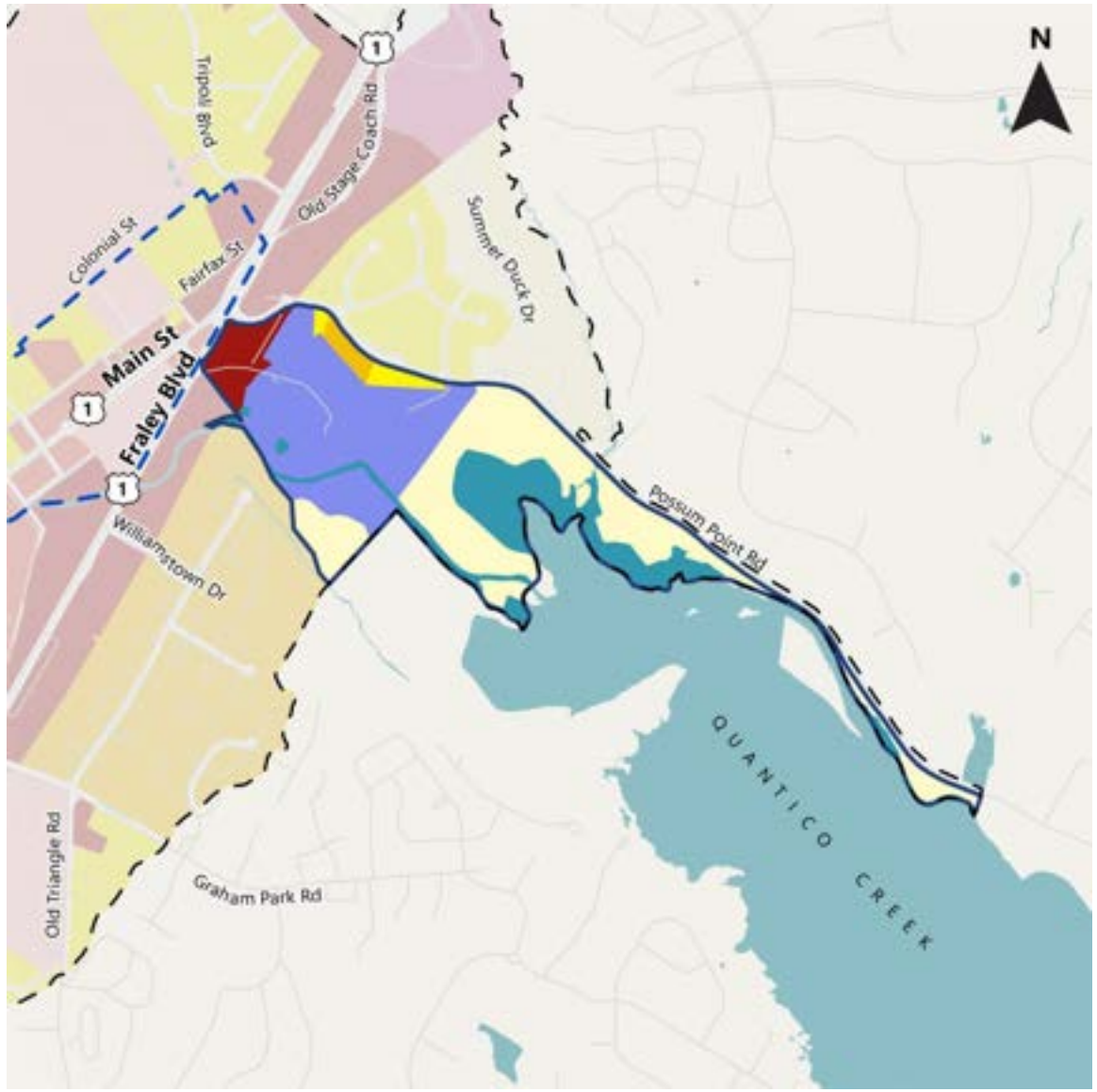
Dumfries is located in the Atlantic Flyway, a major north-south migratory corridor for birds. Given its proximity to wetland and forest habitats, many species of birds live in and visit Dumfries throughout the year.



Zoning

In Dumfries's current zoning map, five zoning districts are applicable to the parcels of The Waterfront:

B-1 - General Business	Intended for a wide variety of commercial and miscellaneous service activities, generally serving a wide area and located along existing major thoroughfares. Uses should not be industrial.
R-1 - Limited Residential	Encompasses low-density, single-family residential areas with large setbacks and yards. This zoning designation is designed to stabilize, protect, and promote this type of development.
R-2 - General Residential	Encompasses medium-density residential areas. This zoning designation is designed to stabilize, protect, and promote a suitable environment for families who desire quiet homesites.
R-3 - Condominium	Encourages a variety of housing types and arrangements to ensure a suitable environment for family life and recreation, and to provide for higher residential densities served by public utilities.
FB/O1 - Flex Business / Office	Encompasses B-1 and B-2 allowable uses, with some additional flex uses. Limited industrial uses are allowable via conditional use permit but not by right in this area. Current industrial uses are nonconforming.



Zoning - Business and Residential

In Dumfries's current zoning map, five zoning districts are applicable to the parcels of The Waterfront:

B-1 - General Business

A relatively small portion of the Waterfront is zoned B-1. B-1 areas are adjacent to Fraley Boulevard, and currently contain a Wawa and a business center.

R-1 - Limited Residential

Much of the area zoned R-1 in The Waterfront Small Area is located within a Resource Protection Area (RPA) and is therefore not suitable for development. There are a few existing homesites along Possum Point Road.

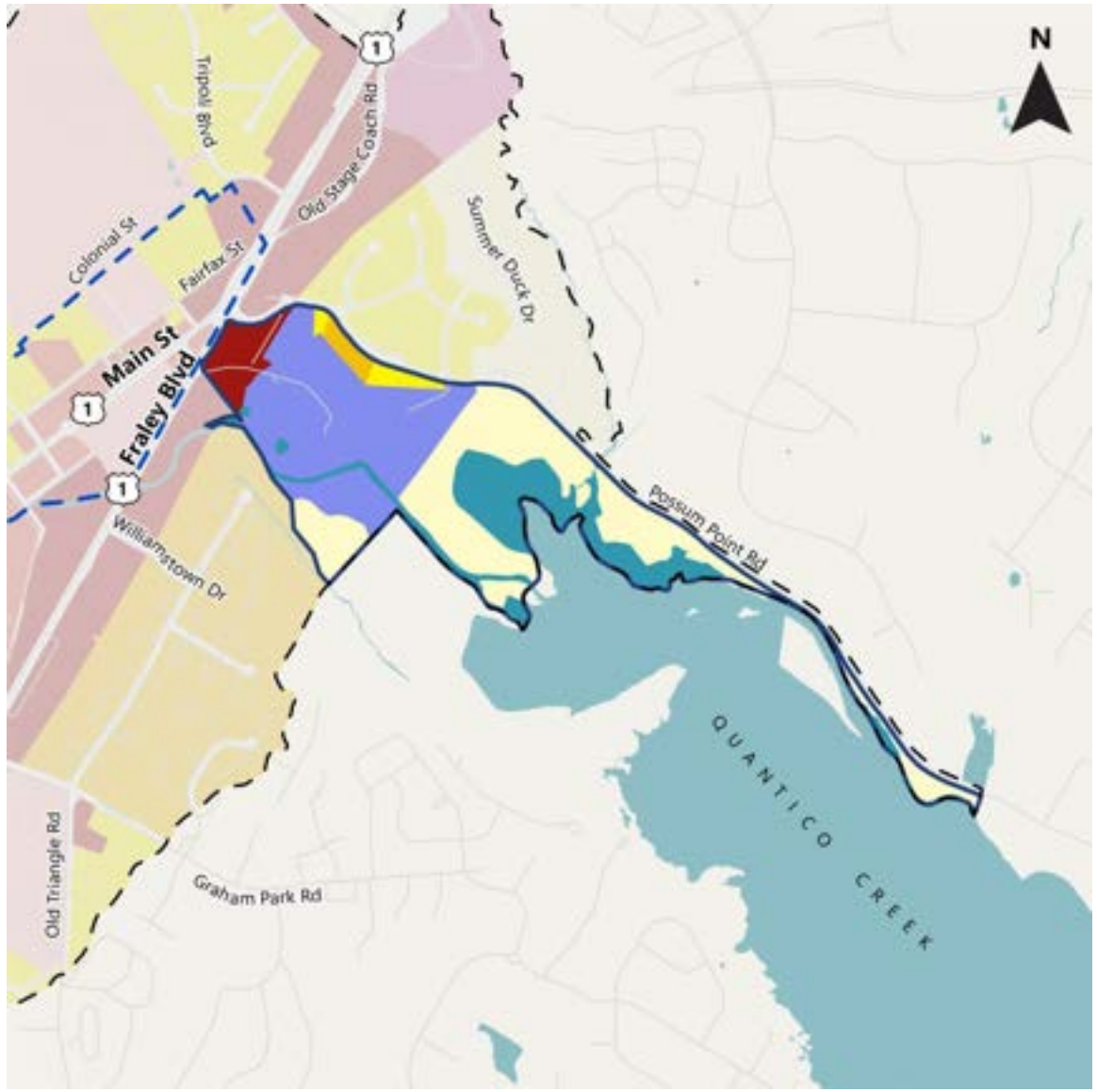
R-2 - General Residential

The parcels zoned R-2 contain a few single-family residential homes. The parcels zoned R-3 contain The Point Townhomes.

R-3 - Condominium

FB/O1 - Flex Business / Office

Most of the developable land—not in an RPA—in The Waterfront area is zoned FB/O1. Currently, most uses in this area are non-conforming industrial uses. Regarding the Town's recent purchase of land, this zone can support a variety of new non-residential uses.



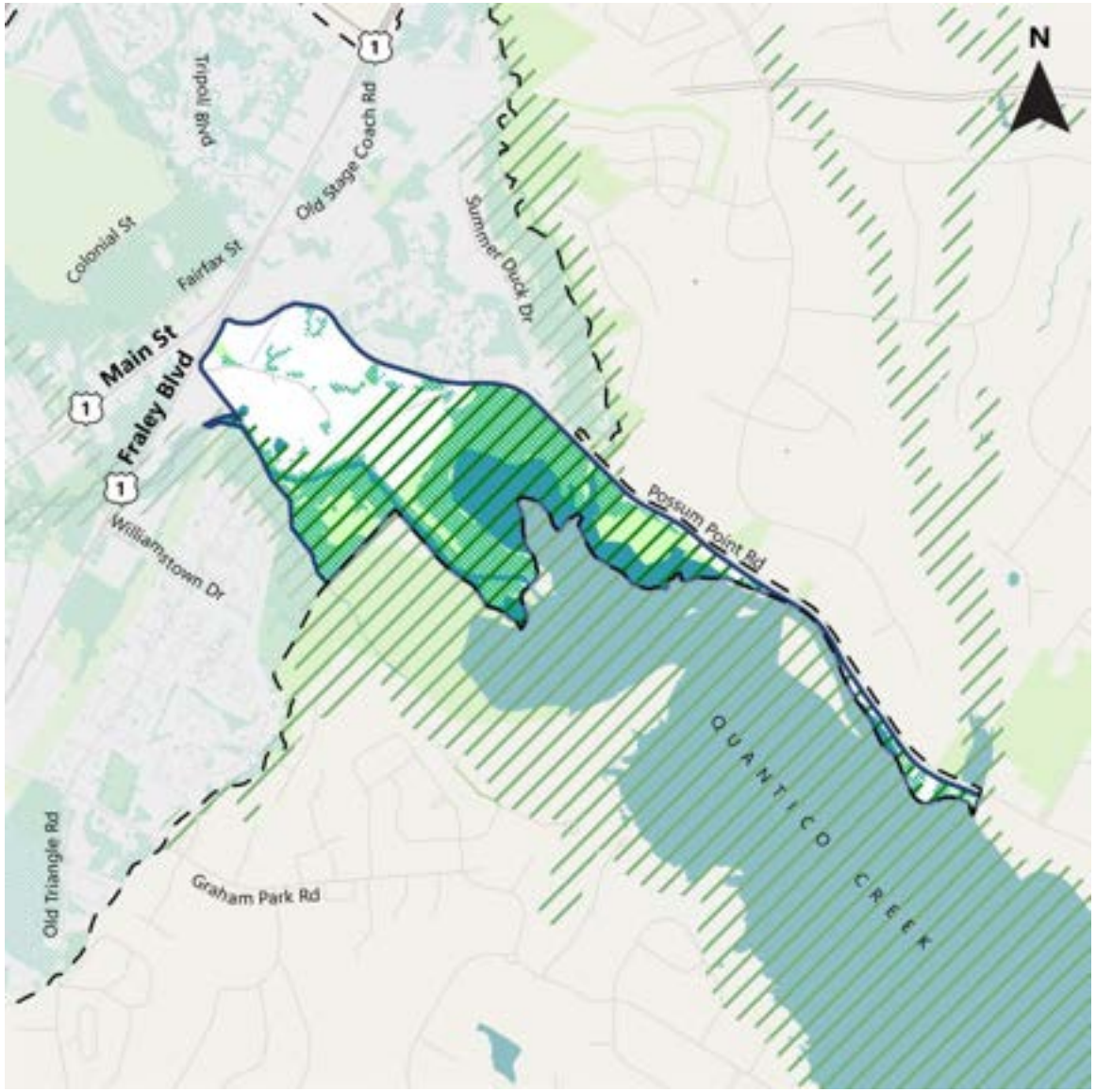
B-1 - General Business
B-2 - Neighborhood Business
FB/O1 - Flex Business / Office
M-1 - Limited Industrial
PMUD - Planned Mixed Use District
R-1 - Limited Residential
R-2 - General Residential
R-3 - Condominium
Historic Overlay District
Dumfries Boundary
The Waterfront

Resource Protection Areas and Tree Cover

The Town of Dumfries is located within the Quantico Creek Watershed, which itself is a part of the larger Chesapeake Bay Watershed. The town is also located within Prince William County, which has adopted the Chesapeake Bay Preservation Act as part of its commitment to protecting the Bay. This act established Resource Protection Areas (RPAs), which include the land area "within 100 feet of a perennial stream bank or edge of wetlands adjacent to the stream." RPAs are described as the "last line of defense" for the Bay's water quality: they stabilize stream banks, filter pollutants, reduce stormwater runoff, and provide habitat for wildlife.

RPAs are protected under state law and local ordinances: in general, no development, land disturbance, or vegetation removal is allowed in an RPA. Because clear-cutting trees and vegetation is forbidden within RPAs, tree cover tends to coincide with RPAs.

Most of the tree cover in The Waterfront area exists on open space parcels, particularly those around the Quantico Creek body of water and wetlands. There is some amount of tree cover demarcating property lines. Because much of the land use in the area is currently industrial in nature—despite the change in zoning to FB/O1 - Flex Business/Office—it is not unexpected that there is currently little tree cover in this part of the area. However, as the area is developed to enhance the public's connection to nature and as a recreational destination, more tree cover will likely be introduced here, especially as buffers to industrial uses.



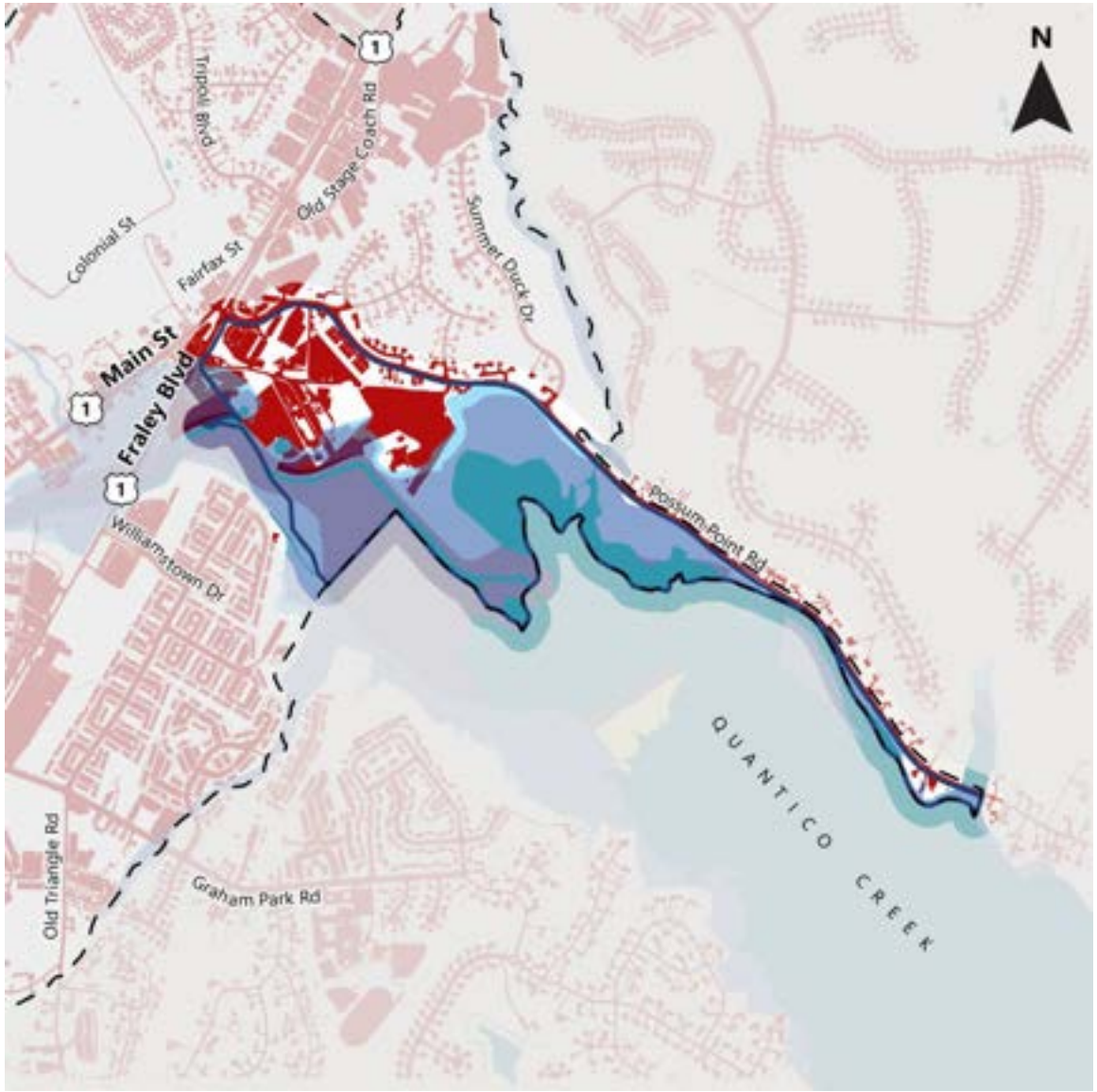
FEMA Flood Hazard Areas

The history and present of Dumfries is intertwined with the history and present of Quantico Creek, which defines the Waterfront area. Federal Emergency Management Agency (FEMA) Flood Hazard Areas are especially relevant for this Small Area, given its planned development in parcels adjacent to the creek.

The Waterfront serves as a critical area to mitigate soil erosion and possible inland flooding resulting from both Quantico Creek water movements and upstream construction and land development, which can add to the volume of sediment that flows into this area, shifting the flood hazard landscape.

Impervious Surface	Regulatory Floodway	100-Year Flood Hazard Area	500-Year Flood Hazard Area
These are areas with hard, water-resistant land covers that prevent rainfall from being absorbed. Rooftops, asphalt, and concrete are all impervious surfaces.	These are areas that must be kept free of major development or obstructions so floodwaters can flow freely and safely in the event of a flood.	These are areas that have a 1% chance of flooding to an equal or greater degree in any given year (or about a 1 in 100 chance of occurrence each year).	These are areas that have a 1 in 500 chance of flooding to an equal or greater degree in any given year.

- **Regulatory Floodway**
- **Impervious Surface**
- **100-Year Flood Hazard Area**
- **The Waterfront Boundary**
- **500-Year Flood Hazard Area**
- **Dumfries Boundary**



Utilities

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

Electricity

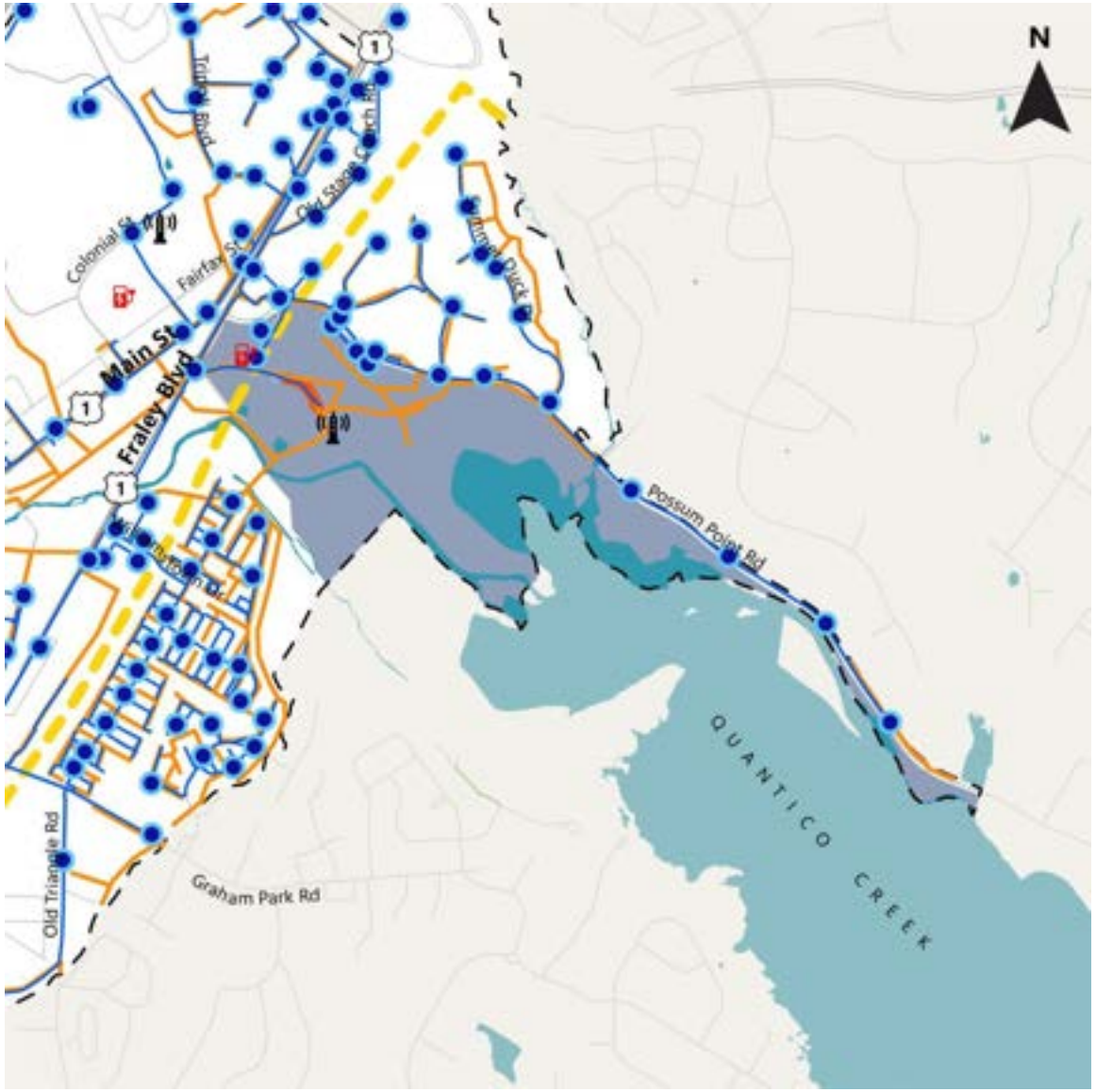
Dominion Energy is responsible for providing electricity. Notably, they operate a power station located at the end of Possum Point Road. Several High Voltage Transmission Lines (150kV or greater) are powered by this power station, including the one that runs through Dumfries and across part of the Waterfront area. The power line easement divides the northernmost segment from the rest of the Waterfront Hub.

Water and Sewer

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

The sewer force main for the Town of Dumfries is located in the Waterfront Small Area. As a result, the few existing sewer lines in the area primarily function to connect sewer lines in other parts of the town to the force main. There are not many existing water lines in the Waterfront area, so new developments will likely require extensions of the public water lines.

- Wireless Communications Tower
- EV Charging Station
- Fire Hydrant
- The Waterfront Boundary
- Dumfries Boundary
- 150Hz Electrical Line
- Water Line
- Sewer Line
- Road

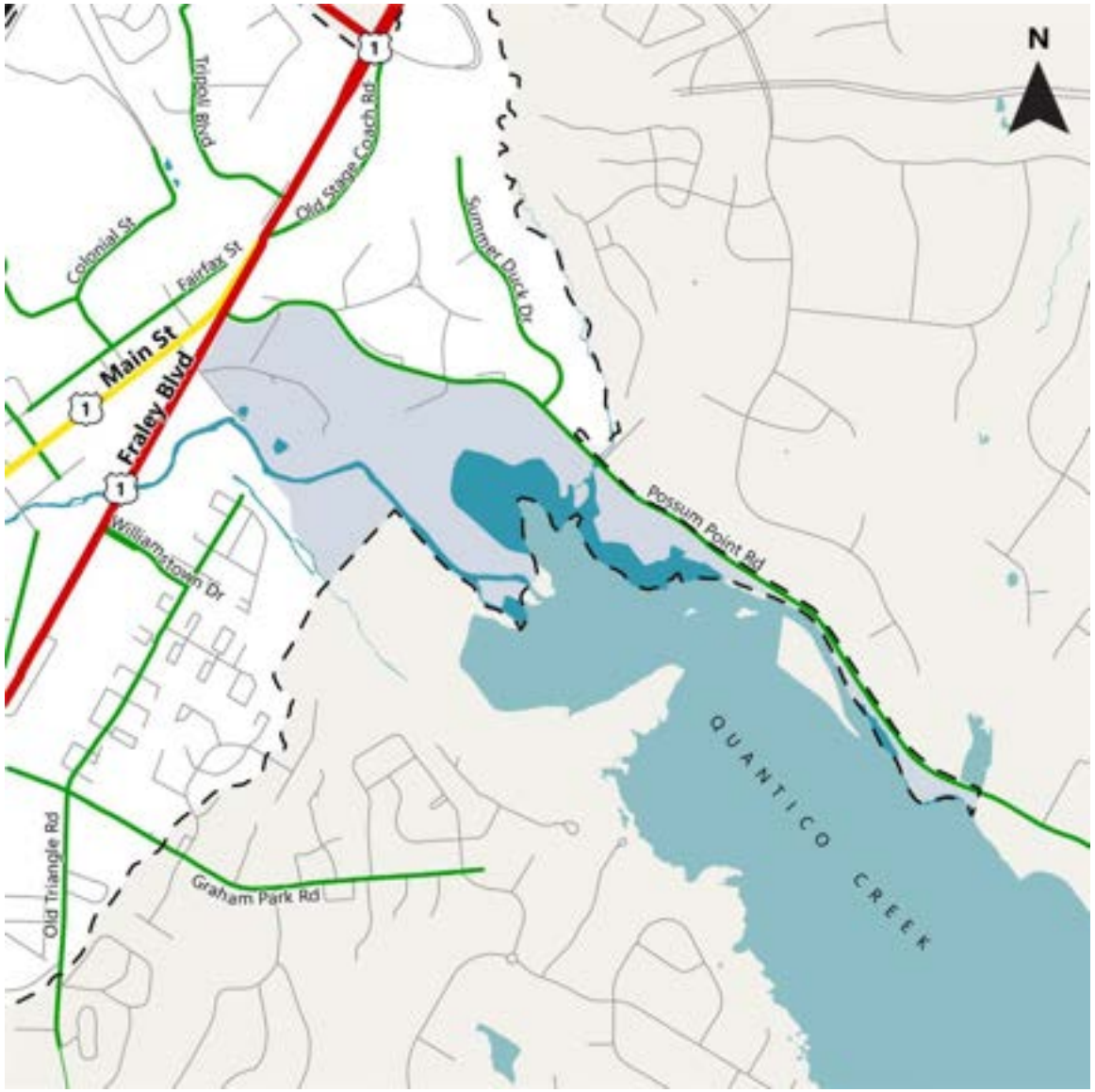


Transportation Context - Roadways

The Waterfront Small Area is bordered to the north by Possum Point Road, which is a two-lane bidirectional road that serves as the single roadway access to the Possum Point Power Station. Because of this, there is regular heavy truck traffic along this route. Possum Point Road also serves as the collector road to the Rose Hill residential neighborhood to the northeast of Dumfries.

This Small Area is also bordered to the west by Fraley Boulevard. Visitor access and the majority of Dumfries resident access to the area will likely come from this corridor.

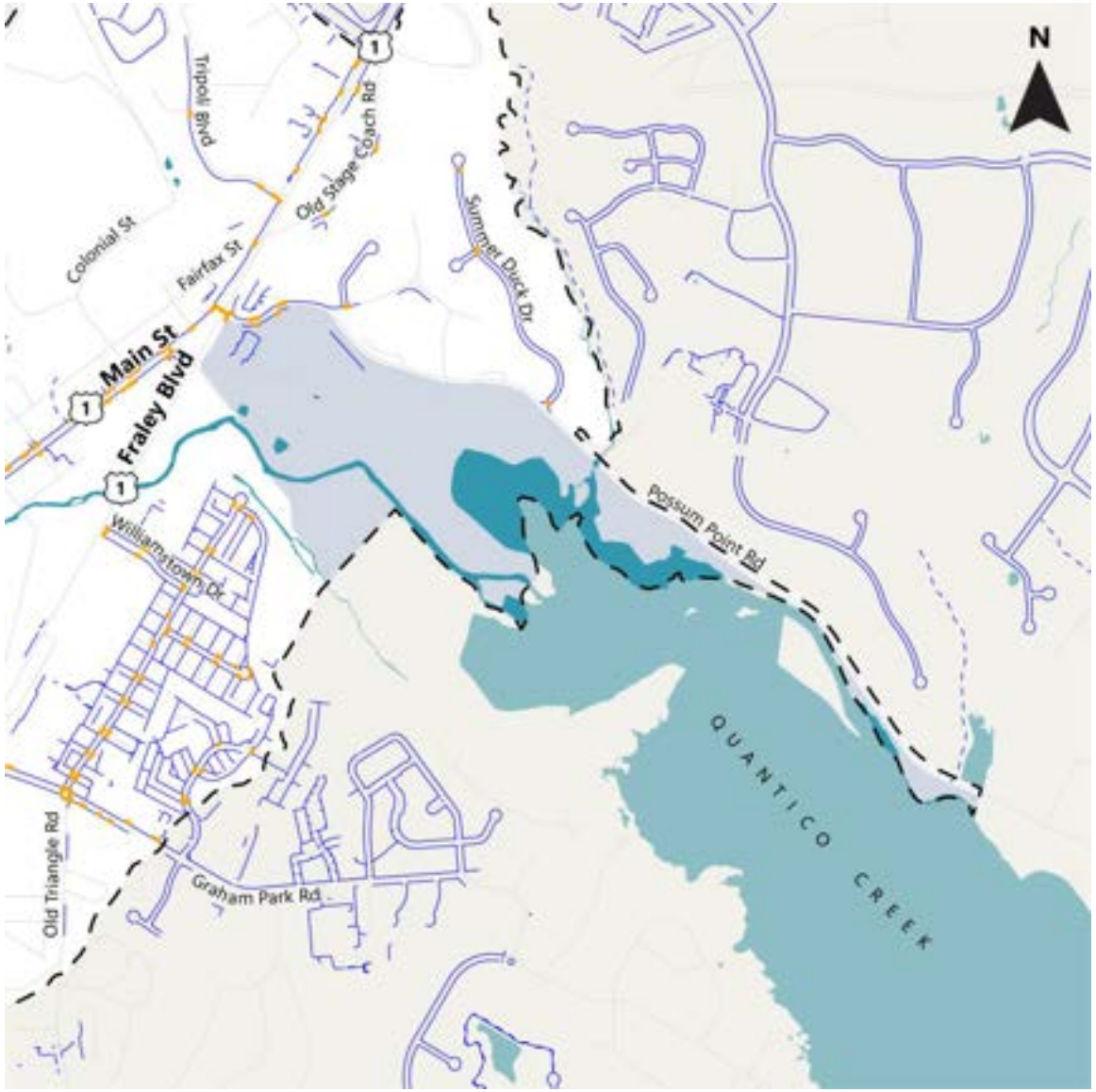
At present, there are only three roads that extend into the Waterfront area, all of which are local roads. Canal Road extends from Main Street into the area; currently, this is a concrete surface road that primarily serves as an access road to various industrial businesses. Pointe Center Court extends into the area from Possum Point Road, but primarily functions as a parking lot. Colonial Port Road also extends into the area from Possum Point Road, but is mostly unpaved dirt or gravel surface.



Transportation Context - Multimodal

There is functionally no pedestrian or bicycle network access into the Waterfront Area at this time. Although a short stretch of sidewalk has been developed on Possum Point Road near its intersection with Fraley Boulevard, it primarily exists on the side of Possum Point Road adjacent to the Rose Hill community; it does not extend into the Waterfront area, and there are no marked pedestrian crossings.

Once the Fraley Boulevard road widening projects completed, a north-south pedestrian and bicycle corridor will be created, including a 10-foot path on the west side and a five-foot sidewalk on the east side. The Waterfront is an ideal location to develop a series of trails and boardwalks as pedestrian destinations, also facilitating pedestrian connections to and from the adjacent Rose Hill and Williamstown neighborhoods into the heart of Dumfries. The east-west pedestrian crossing of Fraley Boulevard at Possum Point Road will likely increase in importance as the Main Street Commons and Waterfront areas develop and attract more residents and visitors. This pedestrian crossing will also likely accommodate any pedestrians visiting the Waterfront area from The Rose Gaming Resort or Overlook Park.



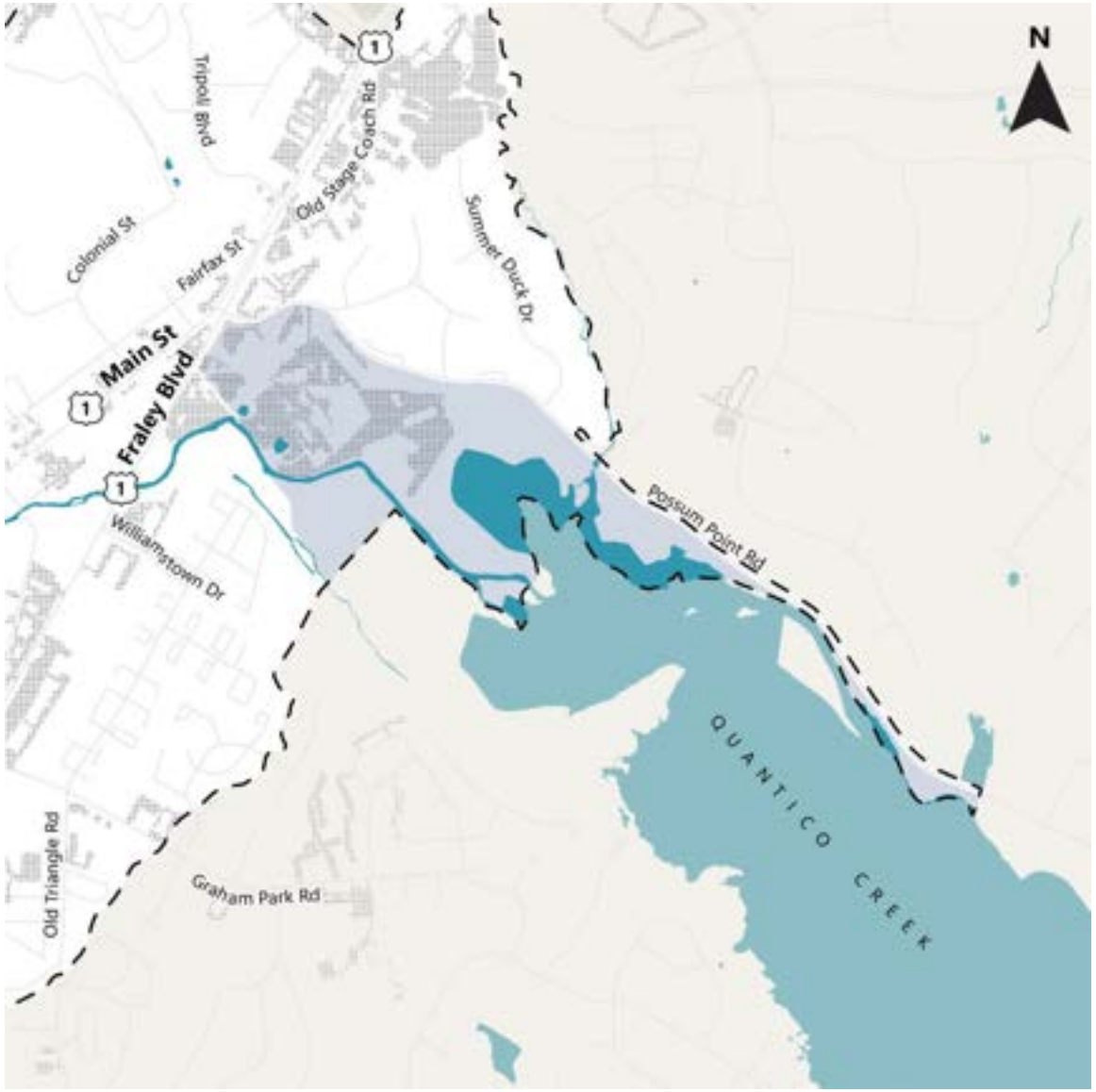
Sidewalk Network
Trail
Crosswalk or Crossing
The Waterfront Boundary
Hydrological Features
Dumfries Boundary

Transportation Context - Parking

Currently, much of the developed land in the Waterfront Small Area is covered by surface parking lots. Not all of these surface parking lots are paved: many are currently used to store vehicles, vehicle parts, or construction materials.

If the Waterfront area is developed as a local and regional destination, parking considerations will increase in importance. Though there is currently a large amount of land area used as surface parking lots, this is likely to change, particularly given the Resource Protection Area overlay that encompasses much of the eastern portion of the area, including areas that currently have impervious parking lot surfaces.

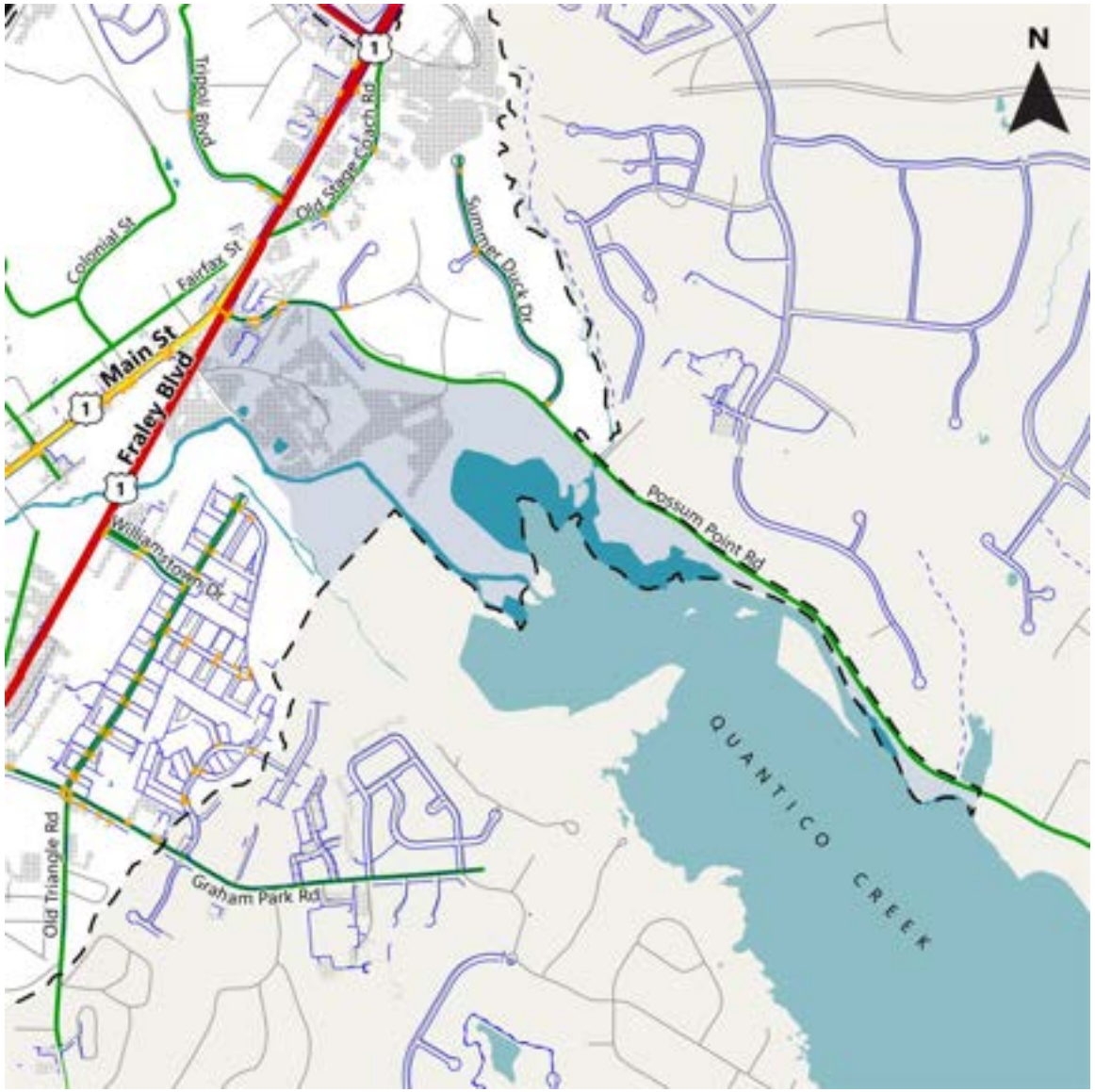
Future parking considerations will likely need to consider efforts to create and preserve a natural and recreational character in the Waterfront area; given the limited amount of developable land and intention to showcase the natural environment with boardwalks and bicyclist and pedestrian paths, some parking for the Waterfront as a destination may be best hosted in other areas of Dumfries. Such a configuration will require robust bicyclist, pedestrian, and transit access to the Waterfront. The future of parking in this Small Area will ultimately depend on the intended scale of Waterfront development.



Transportation Context - Overall

Working With The Water: The Waterfront Small Area is bordered on two sides by the Quantico Creek waterway. This waterway may be positively or negatively impacted by changes in development throughout this Small Area. Existing waterways and their attendant ecosystems may be stabilized and supported through increasing pervious areas and thoughtful replacement of impervious areas, particularly vehicle roadways and parking lots. On the other hand, maintaining or adding to the existing impervious surface area through higher-intensity development may exacerbate the stormwater burden on surrounding areas. Any impacts will have to be mitigated.

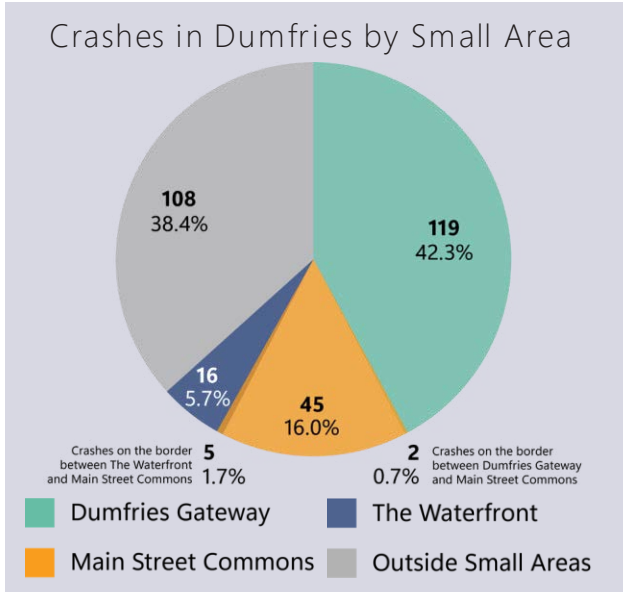
Working With The Network: Given the limited amount of existing destinations, there is also a limited number of network options—for any transportation mode—to get to the area. Land use development should be paired with multimodal transportation network development. Creating bicycle and pedestrian connections from surrounding residential neighborhoods and mixed-use areas can lay a foundation for the area to act as a node that strengthens the existing network, rather than one that adds strain. This can be further supported by trails along Quantico Creek that make east-west connections across town.

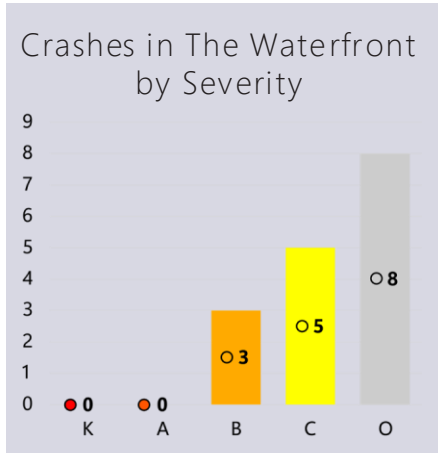


- Principal Arterial
- Minor Arterial
- Minor Collector
- Local
- Limited Access
- Sidewalk Network
- Trail
- Crosswalk or Crossing
- Parking Lot
- The Waterfront Boundary
- Hydrological Features
- Dumfries Boundary

Transportation Context - Safety

Of the 288 recorded vehicle crash incidents that have occurred within Dumfries since 2017, 16 (5.7%) have occurred in the Waterfront area. None occurred on internal roads within the Waterfront area; nearly all occurred at or between the Canal Road and Possum Point Road intersections with Fraley Boulevard.





Of the 16 recorded crash incidents in the Waterfront, 8 (50.0%) resulted in injuries. No recorded crash incidents involved pedestrians or bicyclists. This is likely due to the lack of both pedestrian and bicyclist facilities along both Fraley Boulevard and Possum Point Road.





7 Peer City Overview

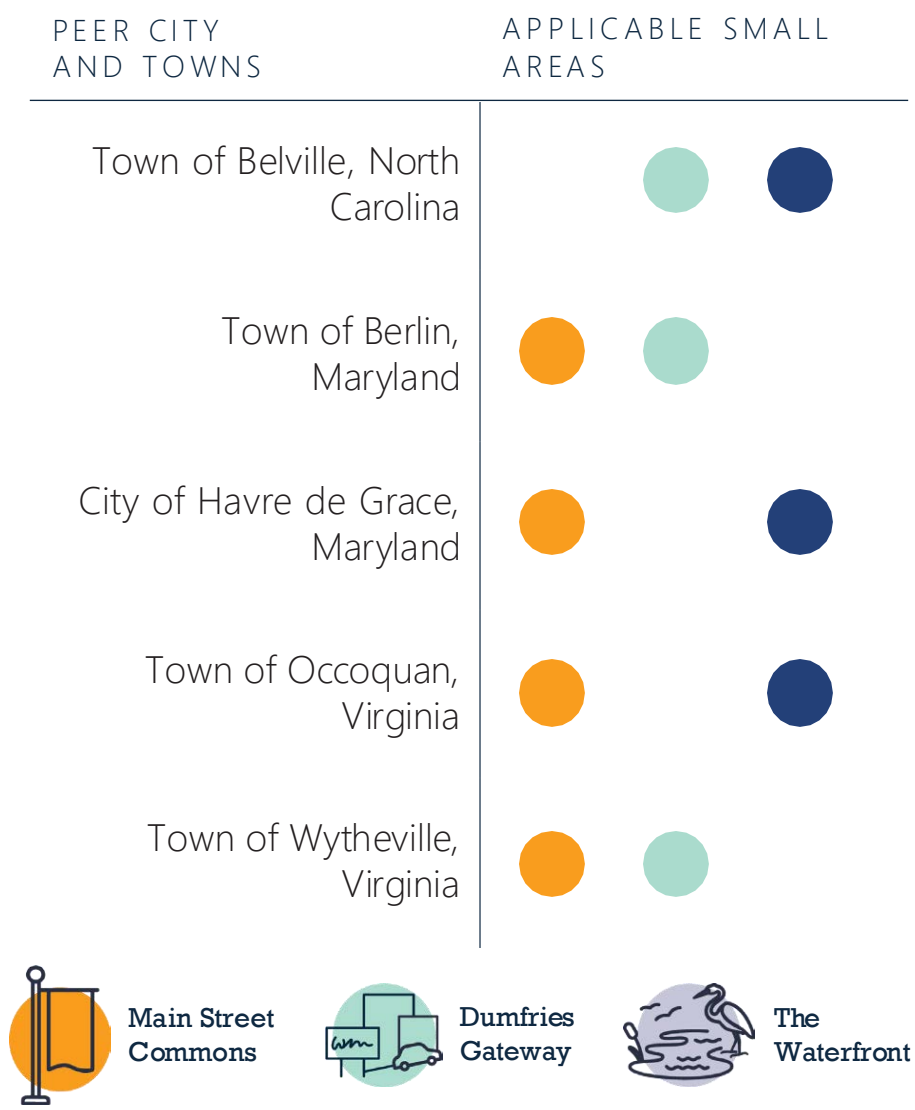
Overview

This section introduces one city and four towns that have features which can serve as precedents for Dumfries's developmental goals, or that are otherwise useful examples of Small Area development.

The intention of the selection of these peer communities is to give clarity to what Dumfries would like to achieve in its own Small Areas, both in scale and character. In general, the selected city and towns have comparable demographic profiles to Dumfries.

Town of Dumfries Profile

Population	5,816
Land Area	1.6 sq. miles
Median Age	33.3
Median Household Income	$82,355
Employment Rate	74.5%
Average Commute Time	36.4 minutes



All data on this page is from 2024 ACS 5-Year Estimates Data Profiles for the Town of Dumfries, Virginia

Belville, North Carolina

Utility as a Peer City

The Town of Belville, North Carolina provides a useful perspective as a small waterfront town with a nearby six-lane primary arterial road (Ocean Highway) and a comparable median household income to Dumfries. This town can be considered a precedent for the types of development that can be attracted by an even smaller market in conjunction with a major arterial road, which can be useful for comparison against Dumfries's vision for its own development.

Profile

Population	2,406
Land Area	1.7 sq. miles
Median Age	32.9
Median Household Income	$81,944
Employment Rate	60.7%
Average Commute Time	25.9 minutes







Transferable Strategies for Dumfries

- Connect waterfront recreational development with the future downtown (Main Street Commons area).
- Address environmental, utility, and transportation infrastructure constraints early in the development process.
- Create public spaces where residents and tourists can enjoy waterfront natural resources prior to major overhaul redevelopment to increase interest in the area.

All data on this page is from 2024 ACS 5-Year Estimates Data Profiles for the Town of Belville, North Carolina.

Berlin, Maryland

Utility as a Peer City

The Town of Berlin, Maryland has a similar population size and median household income to Dumfries. It also shares similar geographical features with Dumfries, in that a major six lane bidirectional arterial road (US 113 - Worcester Highway) splits the town into east and west halves. The town has utilized a web-like road network to make its Main Street a centralized "well-preserved historic downtown" with "tree-lined streets, unique shops, local restaurants, and vibrant arts and cultural events".

Profile

Population	5,026
Land Area	3.4 sq. miles
Median Age	37.6
Median Household Income	$81,438
Employment Rate	58.2%
Average Commute Time	21.3 minutes





Transferable Strategies for Dumfries

- Host events that encourage heavy pedestrian traffic in the Main Street Commons area, or that limit the street to pedestrian-use only.
- Pursue Virginia Main Street Program participation (the town has explored in the past).
- Strategically preserve and invest in historic sites and buildings and storefront or facade beautification.
- Ensure new developments and redevelopments fit the intended character of the town through the use of architectural the review board and application of the provisions of the Historic Overlay District.

All data on this page is from 2024 ACS 5-Year Estimates Data Profiles for the Town of Berlin, Maryland.

Havre de Grace, Maryland

Utility as a Peer City

The City of Havre de Grace, Maryland is a useful peer city because its planning initiatives connect its waterfront to its downtown and highlight tourism opportunities, environmental resilience, and multimodal access.

The Water Street and Concord Point Living Shoreline projects transformed their waterfront from post-industrial sites into over 10,000 square feet of natural marsh and dune habitats that filter stormwater before it enters Chesapeake Bay. Elsewhere on their shoreline, they have marinas and waterfront restaurants and retail, complemented by a pedestrian-accessible historic grid featuring a mix of residential and commercial uses.

Profile

Population	14,807
Land Area	5.9 sq. miles
Median Age	45.1
Median Household Income	$105,817
Employment Rate	61.1%
Average Commute Time	28.0 minutes







Transferable Strategies for Dumfries

- Prioritize the waterfront as a central feature for identity, recreation, and economic activity.
- Advance nature-based shoreline restoration where flooding, erosion, or pollutant runoff are concerns and treat stormwater and resilience investments as public realm improvements.
- Employ modern zoning strategies to coordinate development and redevelopment efforts across the public and private sector.

All data on this page is from 2024 ACS 5-Year Estimates Data Profiles for the City of Havre de Grace, Maryland.

Occoquan, Virginia

Utility as a Peer City

The Town of Occoquan is a nearby town in Prince William County that serves as an example of a compact historic waterfront district with a clear identity built around shops, restaurants, galleries, and water access. The Town of Occoquan's comprehensive plan process and historic district context are useful for thinking about how Dumfries can differentiate its own waterfront while still learning from a local precedent.

Profile

Population	1,305
Land Area	0.2 sq. miles
Median Age	44.6
Median Household Income	$134,323
Employment Rate	79.5%
Average Commute Time	35.6 minutes



Transferable Strategies for Dumfries

- Support public access to the waterfront by building physical access points and multimodal infrastructure.
- Focus on mixed-use development as a tool for revitalization.
- Consider and protect historic resources as economic assets.
- Directly support arts and culture as part of the town's identity.



All data on this page is from 2024 ACS 5-Year Estimates Data Profiles for the Town of Occoquan, Virginia.

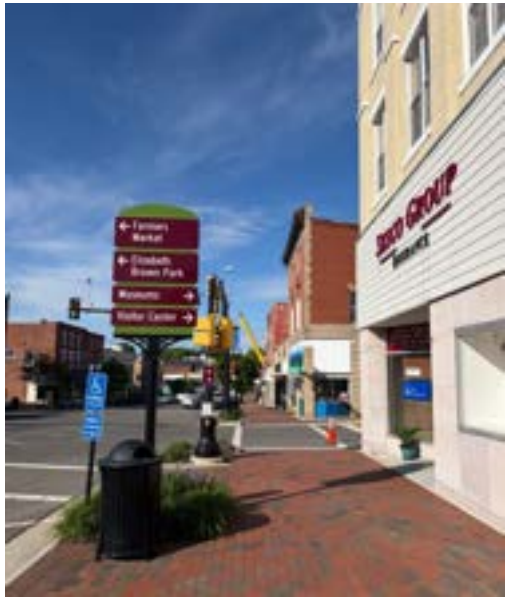
Wytheville, Virginia

Utility as a Peer City

In recent years, the Town of Wytheville has led one of the nation's most dramatic downtown turnarounds to revitalize its Main Street, winning the 2026 Great American Main Street Award. Its planning and policy initiatives that resulted in the establishment of 85 new businesses and 42 rehabilitated buildings and structures can serve as a useful Main Street revitalization example for Dumfries.

Profile

Population	8,265
Land Area	14.5 sq. miles
Median Age	46.1
Median Household Income	$47,270
Employment Rate	51.0%
Average Commute Time	17.6 minutes







Transferable Strategies for Dumfries

- Take a "Main Street-first" approach by combining streetscape and walkability improvements to create a strong sense of place and identity within the town.
- Implement community-first strategies to empower local residents, including grassroots and youth leadership initiatives and robust community-led public engagement events.
- Employ adaptive reuse of existing buildings where possible to preserve historical context while supporting development.
- Use incentive structures to create opportunities for local businesses and entrepreneurs.

All data on this page is from 2024 ACS 5-Year Estimates Data Profiles for the Town of Wytheville, Virginia.

8 Next Steps

Takeaways

These high-level takeaways have been compiled from strategies identified in the Peer City Overview, synthesizing efforts made in peer communities that have contributed to their success. As the Small Area Plans are developed, these strategies can inform and inspire efforts that are specific to Dumfries's context. The following pages incorporate relevant existing conditions to contextualize these recommendations for Dumfries.

HOW WE MOVE

- Identify opportunities for more continuous sidewalk connectivity throughout the town to key destinations to improve the pedestrian experience.
- Use streetscape design and wayfinding to make Main Street feel walkable and intentional.

HOW WE GROW

- Pursue mixed-use opportunities along Main Street that integrate restaurant, retail, cultural, historic, and arts uses through pedestrian-oriented public spaces.
- Incorporate community events and business partnerships into development strategies.

HOW WE LIVE

- Preserve Dumfries's historic and close-knit small-town character by reusing and reworking existing community assets.
- Enhance and invest in existing places, buildings, and structures before relying only on new development.

HOW WE SUSTAIN

- Combine waterfront development with improvements that build and strengthen the town's environmental resilience.
- Celebrate and invest in youth-focused and community-led programs and initiatives.

How We Move

Identify opportunities for more continuous sidewalk and trail connectivity throughout the town to key destinations.

DUMFRIES CONTEXT

Route 1 Road Widening: Currently, there are no pedestrian facilities along Fraley Boulevard, the principal arterial running through the heart of town. When the ongoing road widening project in this corridor is completed, the town will have gained an important north-south multimodal corridor from the addition of a sidewalk and shared-use path. However, given the increased width of roadway and increased design speed for automobiles in a corridor that is already a crash hotspot, the creation of prominent, convenient east-west pedestrian connections across this corridor will be key to ensuring that this project strengthens, rather than detracts, from Dumfries's walkability. This will become increasingly important with the addition of a community center on the eastern side of the corridor and the town's developing mixed-use core on the western side.

Trail Network: In addition to providing additional recreational opportunities, a comprehensive townwide trails network may fulfill many of the pedestrian connectivity needs in Dumfries. Such a network could capitalize on the recreational opportunities created by the Quantico Creek stream valley and the Prince William Forest Park.

Use streetscape design and wayfinding to make Main Street feel walkable and intentional.

DUMFRIES CONTEXT

Adding Wayfinding: Roadway signage and wayfinding helps visitors and residents alike navigate through town. Used in conjunction with intentional streetscape design, it also helps to create a sense of place, showcasing important destinations throughout town. This in turn prompts travelers to consider new routes, trips, and travel modes to arrive at their destinations.

Locating Walkable Existing Destinations: Currently, both roadway wayfinding and streetscapes throughout the town are oriented towards automobiles. Through thoughtful and dedicated wayfinding design, pedestrians are not only welcomed, but encouraged, to travel through Dumfries. By demonstrating that it is possible to safely make trips to key community destinations on Main Street on foot, pedestrian activity may be increased throughout town. There are many existing and planned points of interest for visitors and residents alike in Dumfries. In particular, the Main Street Commons Small Area is the historic and civic core of Dumfries, and is nearby to the elementary school on one end and The Rose on the other. Adding pedestrian wayfinding throughout the town to guide travelers to these destinations may increase awareness of everything Dumfries has to offer.

DESIRED OUTCOME

This will facilitate increases in pedestrian activity throughout Dumfries and improve the experience of anyone walking in the town. Pedestrian access and walkability are major contributing factors to laying the groundwork for successes observed in peer communities. More pedestrian activity will build a stronger case for pedestrian-oriented land uses throughout the town, and attract developers and entrepreneurs alike to further develop a walkable Dumfries.

Pursue mixed-use opportunities along Main Street that integrate restaurant, retail, cultural, historic, and arts uses through pedestrian-oriented public spaces.

DUMFRIES CONTEXT

Mix of Local Anchor Destinations: Currently, the two Planned Mixed Use Districts in Dumfries near the Main Street Commons and Dumfries Gateway Small Areas are both primarily residential in nature: the Aras on Main Apartments and Townhomes development, and The Harbor at Quantico Creek Senior Apartment Living development. When both of these developments are complete, a total of about 400 housing units will have been added to Dumfries. This is a 21% increase—or just over one-fifth—increase in Dumfries's existing housing stock (1,868 units as of the 2024 ACS 5-Year Estimates).

For these areas to successfully accommodate the increased density of residents in a way that fulfills the vision of Destination Dumfries, a mix of local anchor destinations to meet everyday demand should also be introduced to the area. In particular, sit-down and family restaurants as well as everyday retail destinations (clothing, hardware, and grocery stores) are difficult to walk to or outright missing from the area. Introducing these anchor destinations near high-density developments will promote walkability and a sense of place in these areas, enhancing Dumfries both as a complete community and as a destination.

Incorporate community events and business partnerships into development strategies.

DUMFRIES CONTEXT

To promote a sense of place in Dumfries, additional development of public infrastructure and coordination with privately-owned businesses are both essential. Public squares and streetscapes with pedestrian lighting, seating, public notice boards, wayfinding, waste and recycling receptacles, decorative pavers, and greenery will go a long way towards placemaking in Dumfries, making it a more complete community and more of a destination. However, implementing such amenities requires resources, time, and above all, community buy-in to carry the vision and projects forward.

Celebrate Existing Community Assets: Community assets are the collective strengths, resources, and capacities that residents of a community possess to improve their quality of life. These can include skills, physical places, local businesses, and social networks. As Dumfries redevelops, local residents, entrepreneurs, and businesses should be presented with opportunities to get involved. Some examples include food fairs and bake sales to fundraise for streetscape amenities, community beautification volunteer days, local business adoptions and sponsorships of public amenities, or community murals and public showcases of the work of local and youth artists.

DESIRED OUTCOME

New developments in Dumfries should integrate land use and transportation to achieve the vision set out in the most recent comprehensive plan: (1) to make Dumfries a destination for local residents and regional visitors alike; (2) to make Dumfries a complete community where residents can live, work, play, and relax; and (3) to make Dumfries accessible and connected via all modes of transportation, not just for automobiles like it is today.

Preserve Dumfries's historic and close-knit small-town character by reusing and reworking existing community assets.

DUMFRIES CONTEXT

Neighborhood Business Zoning: Dumfries has incorporated B-2 Neighborhood Business Zoning in much of the core Main Street area, particularly in the parcels fronting Main Street off of the Dumfries historic grid. The current zoning positions the area well to serve as the core of the town for local residents, emphasizing a neighborhood character by promoting multimodal access to businesses in this area. However, many of the existing businesses have setbacks, frontages, and facades that primarily cater to visitors traveling via automobile: often, the parking lot comes before the business entrance. Bringing storefronts closer to the sidewalk and reimagining uses in the setback area as pedestrian or public uses can make the area feel like more welcoming to its neighbors within walking distance, rather than prioritizing the general public within driving distance.

Third Places As Destinations: Currently, the proportion of residents in Dumfries who work from home is lower than in both the county and state. It is possible that new residents may bring Dumfries closer to the county and state numbers. For those who work from home in Dumfries, coffee shops and other coworking spaces can help to bring people together out in the community.

Enhance and invest in existing places, buildings, and structures before relying only on new development.

DUMFRIES CONTEXT

Growing Local: With the Planned Mixed Use Development districts and The Rose Gaming Casino developments, Dumfries has invited a lot of new residents and businesses in, giving the town a breath of fresh air and excitement. The Waterfront Small Area is also likely to maintain that energy, requiring brand-new developments in the industrial lots. In all of this excitement, it will be important to also uplift the residents, places, and businesses that are currently in Dumfries.

It is very likely that many of the things residents in Dumfries would like to see in their community already have beginnings sprouting somewhere in the community. For example, if residents would like to see more excellent food and dining options, Dumfries could activate its existing food truck scene through a local dining event by setting up a centralized food truck park location, and creating pathways toward setting up brick-and-mortar locations. Small business incubators and community workshops could help to empower aspiring local entrepreneurs to start and grow their own businesses. Renovating existing vacant buildings and reserving some undeveloped open-space parcels for community facilities can bring out the best in the existing community, in addition to attracting regional ambition and talent.

DESIRED OUTCOME

The Town of Dumfries and broader Prince William County all have, on average, a longer commute time to work than the state of Virginia as a whole. This is likely due to the location of the town and county relative to the Washington D.C. metropolitan area, where many residents work. By emphasizing what makes Dumfries unique as a local community and empowering residents to start or grow local businesses, the town can improve resident quality-of-life by reducing daily commute times while making the town more of a destination.

How We Sustain

Combine waterfront development with improvements that build and strengthen the town's environmental resilience.

DUMFRIES CONTEXT

MS4 Educational Outreach: Because all the water in Dumfries drains to a municipal sewer system, the town is required to have a stormwater and sewer management plan to maintain its permit. The first municipal control measure in the town's current MS4 Program Plan is Public Education and Outreach. The second municipal control measure is Public Involvement and Participation. By empowering residents with knowledge about the town's historical and geographic relationship to water and Quantico Creek in particular, the residents can carry forward resilience initiatives to prevent flooding in the new Waterfront Small Area and make smart collective decisions about new developments in town.

Pervious Surfaces and Green Streetscapes: Stormwater management can be paired with pedestrian streetscape improvements, simultaneously beautifying areas, enhancing pedestrian connectivity and experience, and making areas more resilient against flood events, soil erosion, and sedimentation. Because a significant portion of the Waterfront Small Area lies either in the FEMA regulatory floodway or in the 100-year Flood Hazard Area, development on adjacent parcels should work with the environment rather than against it.

Celebrate and invest in youth-focused and community-led programs and initiatives.

DUMFRIES CONTEXT

A Younger Population: Dumfries's population is younger than that of broader Prince William County, with a median age of 33.3 compared to the county's median age of 36.3. This is due in part to having a relatively larger percentage of the town's population comprised of people under 20, compared to the county. Having a relatively youthful population presents an opportunity for Dumfries to position itself as a town that is excellent at providing meaningful pastimes for youths in the region by encouraging programs and places with enriching activities for young people and families.

Dumfries's Unique Community Assets: Dumfries's location in relation to Quantico Creek has shaped its development as a town whose original charter predates the founding of the United States. This rich environmental and historical heritage presents unique educational opportunities, particularly as the Waterfront Small Area is redeveloped for public enjoyment. Several institutions in the Dumfries community also enhance the town's opportunity to position itself as a youth activities hub. These include the town's close proximity to an elementary school and middle school.

DESIRED OUTCOME

Ultimately, the residents of Dumfries are the ones who carry the town forward into the future: infrastructure improvements may pave the way for future generations, but it is the present and future generations themselves who must walk and maintain the path. Fostering a youth community in Dumfries that actively participates in the town's responsible development helps to build not only environmental resilience, but also a lasting civic pride in Dumfries. This, above all else, is what makes a place a destination.

Appendix B

TOWN OF DUMFRIES

Small Area Plans

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Mixed-Use Market Analysis in Support of Small Area Plans

Town of Dumfries

Dumfries, Virginia

Prepared for Kimley Horn and Town of Dumfries

September 15, 2026

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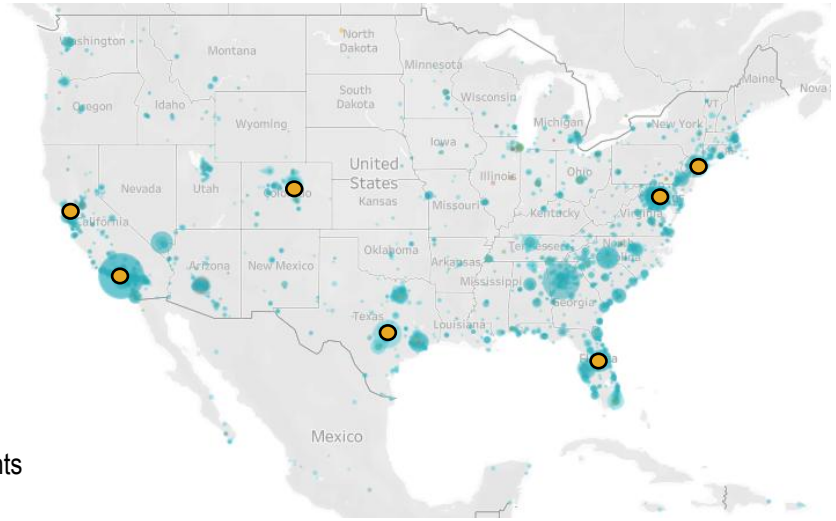
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TABLE OF CONTENTS

Objectives & Key Findings 5
- Objectives 6
- Overview of Region 7
- For-Sale Housing 8
- Rental Housing 9
- Hotel 10
- Retail 11
- Entertainment 12
- Likely Uses & Planning Considerations 13

Regional & County Growth 16

Overview of Small Areas 22
- SWOT Analysis 23
- Overview of Small Areas 24
- Land Uses Within The Small Areas 25

Demand Forecast 26
- Summary of Demand Methodology 27
- Demand By Land Use 28
- Summary of Demand Methodology 29
- Distribution of Demand 30

For Sale Housing 31
- Market Fundamentals 32
- Supply 33

Rental Housing 34
- Market Fundamentals 35
- Supply 36

Entertainment 37
- Market Fundamentals 38
- Performing Arts 39
- Arts Center 40
- Opportunity 41

Hospitality 42
- Supply 43
- Market Fundamentals 44

Retail 45
- State of Existing Retail Market 46
- Retail Consultant's Trade Areas 47
- Potential Retail Market Evolution 48
- Drivers of Demand 49
- Town-Wide Demand Forecast 50
- Retail Demand By Small Area 51
- Demand Sources 52

Disclaimers 53

Objectives & Key Findings

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OBJECTIVES

The Town of Dumfries has identified three districts—Main Street, Waterfront, and Gateway—as focal points for future growth with specific Small Area Plans. Each of these hubs has a role to play in the evolution of the community: Main Street as the historic and cultural anchor, Waterfront as a center of community connected to natural amenities, and Gateway as the southern arrival point. The planning process will set a framework for how these places can develop in ways that are cohesive and coordinated, rather than competitive.

With this background in mind, the Town of Dumfries has engaged the team of Kimley-Horn and RCLCO to complete a market analysis to support the three Small Area Plans. This analysis will quantify town-wide demand across real estate sectors and analyze trends in the market to identify opportunities where Dumfries is well positioned to capture additional market share. Together, these analyses will provide a data-driven foundation for the planning efforts across the three hubs.

The following analysis is designed to respond to the following key questions:

- What is the trajectory of future household and employment growth that will influence the evolution of Dumfries moving forward?
- What is the depth of market for rental housing, for-sale housing, hotel, retail, and entertainment in the Town of Dumfries over the next 20 years?
- How should each of the three identified districts—Main Street, Waterfront, and Gateway—be programmed and positioned to ensure long-term success, and be best-equipped to capture demand for the above uses?

Map of Dumfries and Small Areas
Dumfries, VA; 2026



OVERVIEW OF REGION

REGIONAL OVERVIEW

Ongoing growth in the Washington, D.C., region sets the stage for the continued expansion of the Town of Dumfries

The Washington, D.C., region continues to offer a strong foundation for future growth, even as it faces some near-term uncertainty. Historically, the federal government has served as an economic anchor for the region, helping to support long-term stability through economic cycles. While recent efforts to reduce the size and footprint of the federal workforce have underscored the region's exposure to political and policy shifts, its economy is more diversified today than in the past, with a broader mix of industries that help to support long-term growth. Northern Virginia, in particular, is also a hub for major corporations and federal agencies focused on defense and national security, sectors that tend to be more insulated from changes at the federal level.

The broader regional outlook matters because Dumfries does not operate as an isolated market. As an extension of the Washington market, Prince William County and the Town of Dumfries are shaped by these wider regional trends, laying the foundation for future housing, hospitality, and entertainment demand across the area. As households and jobs continue to expand outward from the urban core, communities with strong regional access and clear development opportunities can be better positioned to capture a share of that demand.

Prince William County and Dumfries have functioned as affordable suburban communities of Washington, D.C., as rising prices have caused households to move outwards from the Downtown core and in-town suburbs like Arlington and Alexandria. At the same time, the adjacency to the Marine Corps Base Quantico and the Federal Bureau of Investigation provide an anchor to this part of the region. These two drivers help to reinforce the County's role in the region and demonstrate its potential for future growth in residential and commercial development.

OPPORTUNITY IN DUMFRIES

Dumfries is poised to build upon the projected growth in Prince William County

Dumfries is strategically located along I-95, one of Prince William County's most important regional travel spines and the main thoroughfare in the Northeast. This location gives the Town access to both local and regional demand, connecting it to nearby population centers, employment hubs, and visitor traffic moving between Washington, D.C., Richmond, and destinations beyond.

Historically, new growth in Prince William County has been absorbed in locations outside of the Town of Dumfries, such as Woodbridge and Gainesville. Though Dumfries has not captured the same level of investment, the forces that have driven countywide growth—regional housing affordability pressures, continued job creation, and population expansion—also create an opportunity for Dumfries to attract new development, if the Town plans proactively for it. As the Town begins to undergo the Small Area Plans, there is an ability to create opportunities for new investment such that Dumfries can capture a greater share of growth going forward.

As Dumfries plans for this potential growth, the Town will need to evaluate for the future scale and character of that development, and which uses are most aligned within each planning area. There is projected demand for new housing—both for-sale and for-rent—to accommodate the future growth of the Town, as well as opportunities for hospitality and entertainment uses that can serve residents, workers, and travelers along the I-95 corridor.

This growth will not necessarily occur evenly throughout the Town, so the Small Area Plans can clarify where Dumfries is best positioned to capture demand, what scale of development is realistic, and how each small area can play a distinct role in the Town's future.

FOR-SALE HOUSING

MARKET OVERVIEW

The for-sale market in Prince William County is growing and densifying

While southern Prince William County has traditionally been characterized by lower-density housing, the pattern of growth has shifted in recent years. As Prince William County has expanded and its home prices have escalated, new residential development has grown increasingly dense, with many townhome communities—such as *Highland Park*, *Eagles Row*, and *Cascade Landing*—delivering near Dumfries and reflecting appetite for more diverse options.

Located just outside Town limits, *Potomac Shores* provides an example of this evolution. The community first delivered with single-family detached homes, but later expanded to include townhomes and, more recently, two-over-two condominiums. This progression illustrates how higher-density housing is becoming a key part of the market, offering more attainable options as land constraints increase and larger-format housing becomes more expensive.

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

FUTURE OPPORTUNITIES

There is strong demand for single-family housing in Dumfries, with the opportunity for denser product types as neighborhood amenities deliver

Over the next 20 years, RCLCO projects demand for around 790 net new for-sale housing units in Dumfries. In the near term, development is likely to take place in the form of single-family detached and townhome product, which is more economically feasible to deliver and meets the current market for the area. The depth of townhome demand is especially noteworthy for the Main Street, Gateway, and Waterfront mixed-use hubs, where these homes can add new households that can support future services and amenities.

In comparison, condominium product may take longer to realize, as prices may not be high enough to support construction in the near term. Over time, however, as new supply is built and more dense development delivers alongside neighborhood amenities, condominiums can serve as a higher density, lower entry price point for households looking to live in the Town at future amenity-rich locations like the Waterfront and Main Street. Condominium development in these locations is likely to start in the form of two-over-two product but could grow to include elevator-serviced multifamily product in the long term.

		NET NEW DEMAND IN DUMFRIES				OPPORTUNITY IN DUMFRIES			
PRODUCT TYPE	DESCRIPTION	YEAR 5 (BY 2030)	YEAR 10 (BY 2035)	YEAR 15 (BY 2040)	YEAR 20 (BY 2045)	DUMFRIES FIT	SUPPLY / DEMAND BALANCE	LIKELY FEASIBILITY	OVERALL OPPORTUNITY
FOR-SALE HOUSING		165 Units	375 Units	580 Units	790 Units				
For-Sale Single-Family Detached	Detached single-family homes with attached garages	90 Units	190 Units	290 Units	395 Units	STRONG	STRONG	STRONG	STRONG
For-Sale Townhomes	Two- and three-story townhomes with attached garages	50 Units	105 Units	155 Units	210 Units	STRONG	STRONG	STRONG	STRONG
For-Sale Condominiums	Two-over-two construction, evolving to multifamily structure over time	25 Units	80 Units	135 Units	185 Units	MODERATE	WEAK	MODERATE	MODERATE / WEAK

How much net new demand is there in the Town of Dumfries over time? This demand served as the basis for the projections shown for the three Small Areas (see Page 12).

Does this use align with the Dumfries market?

Is supply-demand balance favorable for development?

Do current rents/ prices cover the cost to build?

RENTAL HOUSING

MARKET OVERVIEW

Dumfries currently lacks significant market-rate rental product, though new supply in broader Prince William County has been met with strong demand

The Prince William County rental apartment market has performed well, with stable vacancy rates and positive rent growth in recent years. While Dumfries lacks significant market-rate rental apartment product today, nearby Woodbridge has seen several recent deliveries, which have highlighted an appetite for new supply in the area. This product has delivered in a variety of formats, from low-rise with surface parking to mid-rise with structured parking, representing the growing densification of this part of the county.

Build-for-Rent ("BFR") homes—a relatively new product type, both locally and nationally—are purpose-built rental communities, usually involving townhomes designed for lease rather than sale. These homes tend to serve renters seeking more space and privacy, like families, but are not common yet in Prince William County.

The pipeline in Dumfries currently has one project led by Vista Properties across from the entrance to *The Rose* and Overlook Park. Going forward, there is a planned apartment development at *Potomac Shores* as well as three pipeline projects near Woodbridge, demonstrating the expanding rental market in and around Dumfries. With the Small Area Plans, the Town can facilitate that future supply to locate within the Town, a key piece of these future mixed-use nodes.

FUTURE OPPORTUNITIES

There are likely to be strong opportunities for additional rental housing development in Dumfries, beyond what is currently planned within the Town

Through 2045, RCLCO projects demand for approximately 1,610 new units of rental housing, including both rental apartments and BFR townhomes. These different product offerings will help Dumfries offer housing options across a variety of ages, income ranges, and lifestyles, providing housing types that can best match current and future residents' needs.

The three Small Areas represent compelling locations to capture most of the rental apartment demand shown for the Town of Dumfries below, though a portion of the BFR demand could be realized in other locations given its lower-density nature. In the near term, the market is most likely to deliver BFR townhomes and surface-parked rental apartments, though structured parking and/or ground-floor retail could become feasible over time as the amenity base continues to grow and rent levels continue to increase.

While the planned development by Vista Properties is poised to satiate demand in the near term, there is likely to be demand for additional supply after that community has been absorbed. This demand will also increase over the mid to long term as additional neighborhood amenities deliver in Dumfries, including within the three Small Areas.

		NET NEW DEMAND IN DUMFRIES				OPPORTUNITY IN DUMFRIES			
PRODUCT TYPE	DESCRIPTION	YEAR 5 (BY 2030)	YEAR 10 (BY 2035)	YEAR 15 (BY 2040)	YEAR 20 (BY 2045)	DUMFRIES FIT	SUPPLY / DEMAND BALANCE	LIKELY FEASIBILITY	OVERALL OPPORTUNITY
RENTAL HOUSING		**340 Units**	**755 Units**	**1,175 Units**	**1,610 Units**				
Rental Apartments	Three- to five-story building with surface parking in near term	230 Units	545 Units	870 Units	1,205 Units	**STRONG**	**STRONG**	**MODERATE**	**MODERATE / STRONG**
Build For Rent	Two-bedroom and three-bedroom rental townhome units	110 Units	210 Units	305 Units	405 Units	**MODERATE**	**STRONG**	**STRONG**	**MODERATE / STRONG**

HOTEL

MARKET OVERVIEW

The hotel market is Dumfries is primarily driven by visitation to *The Rose* and proximity to Quantico

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

The addition of *The Rose Gaming Resort* in 2024 created a market-defining anchor in Dumfries. The largest hotel in the market, *The Rose* expanded the supply of hotel rooms significantly. However, with the attached casino, the hotel became its own center of gravity, generating net new demand sufficient to maintain occupancy for hotels across the market, underscoring the extent to which the casino could generate its own visitation. At the same time, Average Daily Rates ("ADRs") and Revenue Per Available Room ("RevPAR") over the past five years have continued to increase, both indicative of strong fundamentals.

As *The Rose* continues to draw traffic and the Town delivers additional amenities, hotel demand is projected to increase. These amenities and existing anchors will help create Dumfries' own hospitality market instead of relying on transient visitors, making Dumfries more of a "drive-to" destination than a "drive-through" one.

FUTURE OPPORTUNITIES

Future hotel development can expand beyond *The Rose* and Quantico visitors

RCLCO projects demand for 825 additional hotel rooms in Dumfries through 2045. In the near term, this demand likely capitalizes on the existing traffic coming through Dumfries and staying nearby as they travel I-95 or visit Quantico. Since there are very few new hotels serving this market in the Town today, a new hotel located in the Town could serve this audience well.

Going forward, there is an opportunity for more destination hotels (serving a lifestyle-driven customer) that would co-locate with amenities being planned as part of the Small Area Plans. Capturing the full potential of this demand likely hinges the delivery of lifestyle amenities that would entice visitors to want to stay in Dumfries. Outside the Entertainment District, the creation of a true Main Street and establishment of a Waterfront District are two locations where the Town can accomplish this goal. The Waterfront, in particular, has the potential to deliver hotels that push the current quality offerings if delivered as part of a comprehensive development along the water.

While the three Small Areas are all competitive for much of the Town-wide demand shown below, a portion is likely to be absorbed in areas outside of the Small Areas, such as further development in the Entertainment District that capitalizes on visitation to *The Rose*.

		NET NEW DEMAND IN DUMFRIES				OPPORTUNITY IN DUMFRIES			
PRODUCT TYPE	DESCRIPTION	YEAR 5 (BY 2030)	YEAR 10 (BY 2035)	YEAR 15 (BY 2040)	YEAR 20 (BY 2045)	DUMFRIES FIT	SUPPLY / DEMAND BALANCE	LIKELY FEASIBILITY	OVERALL OPPORTUNITY
HOSPITALITY		165 Rooms	385 Rooms	605 Rooms	825 Rooms				
Hotel	Hotel ranging from boutique to full service	165 Rooms	385 Rooms	605 Rooms	825 Rooms	**STRONG**	**STRONG**	**STRONG**	**STRONG**

RETAIL

MARKET OVERVIEW

A shortage of modern retail space can make it challenging for Dumfries to attract tenants, which can in turn lead some residents to leave the Town to accomplish certain retail needs

RCLCO relied upon the separate *Retail Market Analysis & Attraction Study*, conducted by the Riddle Company and E-Consult Solutions Inc. (collectively, "the Retail Consultant") to assess the current state of the local retail market.

As the study highlights, there is a finite supply of retail in Dumfries, and space is generally well-occupied. However, the age of retail space, lower density of households, and lack of national brands can dissuade some tenants from locating in the Town today. As the Retail Consultant highlights, recruitment efforts centered around a larger trade area can help improve marketability in the near term, and investment in the Small Areas can improve opportunities over the long term. RCLCO's interviews with property owners similarly highlight the importance of additional household density and infrastructure investment in improving retail opportunity.

FUTURE OPPORTUNITIES

Dumfries has the potential to deliver a significant amount of retail in each Small Area, appealing to households and visitors alike

The Retail Consultant identifies limited opportunity for net new retail today, citing demand for two to three additional eateries based on existing spending patterns. While RCLCO's observations of the market support similar findings today, RCLCO projects the potential for significant additional retail—totaling up to 214,000 square feet over the long term—if the Town of Dumfries can successfully attract new residents and visitors who increase household density and local spending activity. Unlocking this opportunity will therefore depend on bringing more people to Dumfries; if successful, however, this growth could provide substantial benefits to existing residents by supporting a larger and more diverse retail environment than is available today.

The character of this retail will also likely change based on the Small Area in which it delivers. For example, the Gateway represents the best location to plan for a grocery store, given its superior vehicular access.

		NET NEW DEMAND IN DUMFRIES			OPPORTUNITY IN DUMFRIES (LONG TERM)			
PRODUCT TYPE	DESCRIPTION	YEAR 10 (BY 2035)	YEAR 15 (BY 2040)	YEAR 20 (BY 2045)	DUMFRIES FIT	SUPPLY / DEMAND BALANCE	LIKELY FEASIBILITY	OVERALL OPPORTUNITY
RETAIL		**101,000 SF**	**157,300 SF**	**214,400 SF**				
Grocery & Drug	National grocery store	17,100 SF	25,700 SF	34,300 SF	**STRONG**	**MODERATE** *(in long term)*	**STRONG** *(If developed as standalone retail; ground-floor retail may require time to be economically feasible to build without subsidy)*	**MODERATE / STRONG**
Restaurants	Mix of fast food/fast casual and casual sit-down F&B concepts	29,100 SF	45,600 SF	62,000 SF	**STRONG**	**STRONG**		**STRONG**
Hard & Soft Goods	Shops providing general merchandise and other goods	22,000 SF	34,300 SF	47,500 SF	**MODERATE**	**MODERATE**		**MODERATE**
Entertainment & Fitness	Large fitness center and/ or attraction provider anchor	26,900 SF	42,200 SF	57,500 SF	**STRONG**	**STRONG**		**STRONG**
Services	Neighborhood services, such as salons, barbers, banks, etc.	5,900 SF	9,500 SF	13,100 SF	**STRONG**	**MODERATE**		**MODERATE / STRONG**

ENTERTAINMENT

MARKET OVERVIEW

Prince William County offers robust entertainment and cultural anchors

Today, there are an assortment of entertainment destinations in Prince William County. For the purposes of this analysis, RCLCO focused on entertainment anchors that require dedicated facilities or venues, versus locating within retail centers or on retail sites. Across the region, there are numerous examples of entertainment destinations that can play key roles in shaping neighborhoods, including Arts and Culture, Sports and Wellness, Museums, and Outdoor Recreation destinations. Some of these facilities already exist near the Town, such as the Ali Krieger Sports Complex or National Museum of the Marine Corps. That said, RCLCO identified four opportunities for entertainment anchors that could play major roles in helping to establish a sense of place in one or more of the three Small Areas. An anchor like the ones below could serve current and future residents of Dumfries and create a destination for daytrips or overnight visits.

FUTURE OPPORTUNITIES

With Town support, Dumfries can deliver entertainment anchors that can drive visitation to one or more of the Small Areas

An entertainment concept has the potential to catalyze significant visitation to Dumfries and serve as a strong anchor for other development typologies.

- **Performing Arts:** While there is an open-air amphitheater nearby, there could be an opportunity for a year-round performing arts venue that could serve for local theater or musical acts. This could be a strong fit at the Waterfront to integrate a cultural venue with the public space.
- **Arts Center:** While Occoquan has an arts district, it largely consists of galleries, and an arts center in Dumfries could be more interactive, with classes and other programming.
- **Marina:** Given potential physical limitations, a marina in Dumfries could focus on small-scale boats and recreation like kayaks and paddleboards.
- **Boardwalk:** The Town is poised to capitalize on its riverfront by creating a boardwalk and public plaza for residents and visitors alike to enjoy.

	PERFORMING ARTS	ARTS CENTER	MARINA	BOARDWALK
	Riverside Center Fredericksburg, VA	**Glen Echo Park** Glen Echo, MD	**EZ Cruz Marina** Woodbridge, VA	**National Harbor** Oxon Hill, MD
Example				
Level of Opportunity	MODERATE	MODERATE	STRONG	STRONG
Visitation Potential	STRONG	MODERATE	MODERATE	STRONG
Recommended Small Area	Waterfront	Main Street / Waterfront	Waterfront	Waterfront

LIKELY USES & PLANNING CONSIDERATIONS

DESCRIPTION OF SMALL AREAS

The Destination Dumfries 2044 comprehensive plan outlined a framework for Dumfries to be a destination and dynamic community

Future growth in the Town of Dumfries is envisioned to center around several mixed-use hubs, each expected to serve a distinct role while helping to catalyze growth and development and create vibrant environments that attract outside visitation. The Entertainment District and Crossroads are outlined below for contextual purposes but were not part of the same Small Area Plan exercise as Gateway, Main Street, and Waterfront.

Gateway – Today, Gateway largely consists of surface-parked retail centers. This area serves as the "front door" to the Town for visitors from the south. Most development in this Small Area is likely to involve the redevelopment of two existing shopping centers, which would likely take the form of rental apartments above ground-floor commercial space, with for-sale townhomes, BFR townhomes, and other lower-density housing as buffer uses. By delivering housing in this area, the Town can increase its household base to support a larger, more diverse retail environment, including a potential future grocery store, while creating a more walkable and inviting experience. Given the location along US-1 and access to I-95, there is also an opportunity for a hotel that serves visitors to Quantico.

Main Street – Main Street is the heart of Dumfries and serves as a connector within the Town, anchored by the Civic Campus, Garrison Park, and the Jeff Simpson Community Center. Its central location makes it an ideal location to deliver higher-density rental housing with ground-floor commercial space. As the walkable main street experience is created, more lifestyle-driven products like small-scale condominiums and a boutique hotel can follow.

Waterfront – The Waterfront is currently underutilized, consisting of vacant and/or industrial land. However, a compelling development at the Waterfront has the potential to become a defining feature for Dumfries, featuring apartments with ground floor retail, condominiums, hotel keys, and some for-sale townhomes in conjunction with the potential entertainment uses. While significant mixed-use development has taken place in other waterfront settings in recent years (e.g., National Harbor, the Wharf, etc.), the in-town locations of these projects allows for a different scale and density of development than that which is achievable in Dumfries. In the Waterfront, a more moderate-density approach to redevelopment (e.g., Old Mill District in Bend, Oregon) can both create an exciting mixed-use environment and distinguish Dumfries from other options within the region.

Map of Dumfries and Small Areas*

Dumfries, VA; 2026



	2045 Projected Demand in Units			
	Gateway	Main Street	Waterfront	Other Dumfries
For-Sale Single-Family Detached	45	45	0	305
For-Sale Townhomes	60	70	35	40
For-Sale Condominiums	0	55	130	0
Rental Apartments	345	365	495	0
Build For Rent	115	95	60	135
Hotel	140	100	255	330
Retail	68K SF	39K SF	71K SF	34K SF

*Note: *The small areas displayed on the map above are an approximation*

LIKELY USES & PLANNING CONSIDERATIONS (CONT.)

APPLICATION TO SMALL AREAS

Each Small Area has the opportunity to introduce a diversity of product types

	FOR-SALE SINGLE-FAMILY DETACHED	FOR-SALE TOWNHOMES	FOR-SALE CONDOMINIUMS	RENTAL APARTMENTS	BUILD FOR RENT	HOTEL	RETAIL	ENTERTAINMENT
CUMULATIVE DEMAND IN DUMFRIES BY 2045	**395 Units**	**210 Units**	**185 Units**	**1205 Units**	**405 Units**	**825 Keys**	**214K SF**	**N/A**
LIKELY WAY DEMAND GETS REALIZED…								
Gateway	Single-family detached homes, focusing on infill opportunities	Infill townhome development	N/A	Low- to mid-rise rental apartments with ground floor retail offerings, likely along with the repositioning of the retail centers	Rental townhomes delivered at scale, likely in conjunction with the rental apartments	Limited-service, convenience-oriented hotel offering, along US-1	Redevelopment of shopping centers to include mix of uses/densities and new concepts (including grocery in the long term	N/A
Main Street	Single-family detached homes focusing on infill opportunities on the edges of the Small Area	Infill townhome development adjacent to Main Street	Smaller scale, boutique condominium offering(s) on Main Street once the retail environment is complete	Rental apartments with surface parking, with more dense rental housing along Main Street with ground-floor retail	Rental townhomes delivered at scale, likely off Main Street	Boutique hotel offering along Main Street	Ground floor retail with a focus on restaurants	Potential arts center along Main Street
Waterfront	N/A	Infill townhome development closer to US-1	Larger scale condominium project as part of waterfront development	Low- to mid-rise rental apartments with ground floor retail offerings (with town support) at part of waterfront development	Rental townhomes delivered at scale closer to US-1	Lifestyle-serving hotel as part of an integrated waterfront development	Ground floor retail offering dining, shops, and entertainment	Potential boardwalk, marina, performing arts venue as part of an integrated waterfront development

Near-Term (3-5 years) **COLOR CODE - TIMING OF OPPORTUNITY** *Long-Term (15-20 years)*

LIKELY USES & PLANNING CONSIDERATIONS (CONT.)

EVOLUTION OF PRODUCT TYPE

While most product will deliver at low to moderate densities in the near term, there is an opportunity to push density over the long term

	NEAR-TERM (0-5 Years)		MID-TERM (6-10 Years)		LONG-TERM (10+ Years)	
FOR-SALE SINGLE-FAMILY DETACHED	 *Mia's Meadow*	Single-family detached homes with attached garage for two cars	***Single-family detached housing should take the same form throughout the study period***			
FOR-SALE TOWNHOMES	 *Potomac Shores*	Townhomes with attached garage for one car	***Townhomes should take the same form throughout the study period***			
FOR-SALE CONDOS			 *Potomac Shores*	Two-over-twos, or potentially small condominium buildings with similar footprints	 *Potomac Shores*	Mid-rise structured parking
RENTAL APARTMENT	 *The Kincaid at Caton Hill*	Mid-rise apartments surface parked	 *Cameron Square*	Mid-rise apartments with structured parking and/or ground floor retail	 *Viridium*	Podium/wrap apartments
BUILD FOR RENT	 *The Retreat at Brandywine Crossing*	BFR townhomes with attached garages				
HOTEL	 *Hilton Garden Inn Woodbridge*	Limited-service hotel serving convenience-based visitation	 *The Publisher, a Tribute Portfolio*	Boutique hotel serving lifestyle-based visitation	 *Hyatt Centric, Old Town*	Select-service or full-service hotel serving lifestyle-based visitation

Image Source: NVPInc.com; StanleyMartin.com; MultifamilyBiz.com; Realtor.com; ForRent.com;

Regional & County Growth

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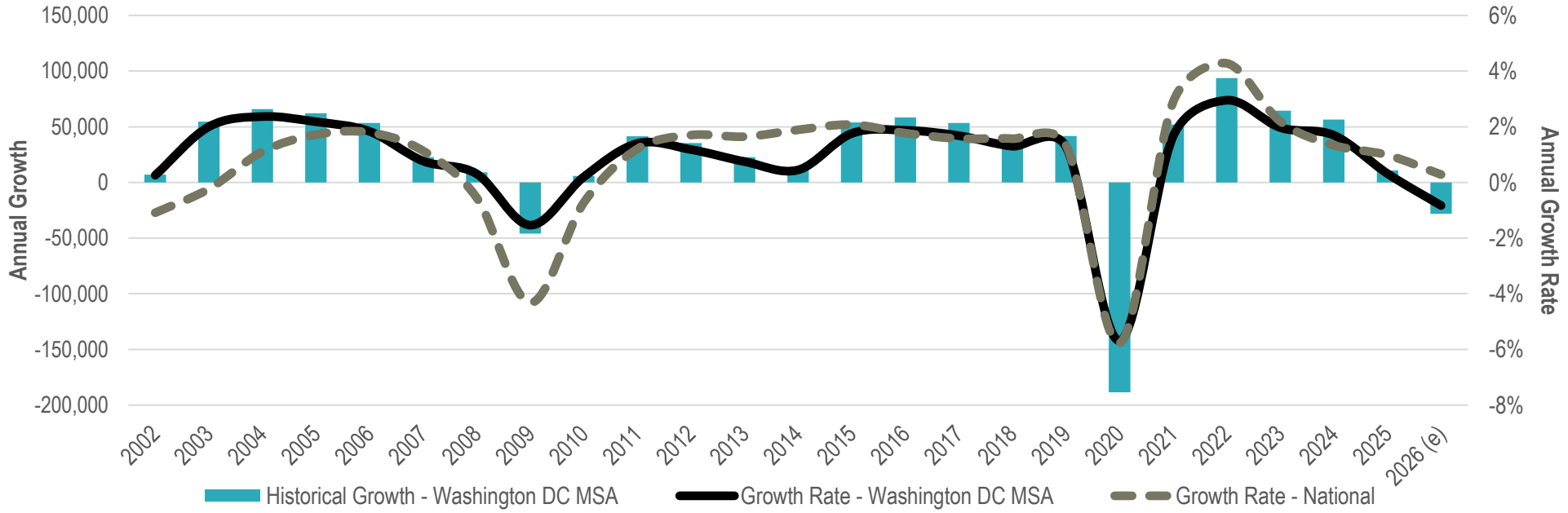
REGIONAL EMPLOYMENT GROWTH

The Washington, D.C., MSA has traditionally demonstrated economic resilience, even as recent efforts to reduce the size of the federal workforce and footprint present short-term challenges

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

- While the Washington, D.C., MSA lost nearly 189,000 jobs in 2020, nearly half (49%) were in the Leisure and Hospitality sector. The region saw strong job growth over the subsequent three-year period, recouping all job losses by the end of 2023.
- More recently, the Washington, D.C., MSA has faced economic headwinds stemming from ongoing political and administrative efforts to reduce federal spending. Despite these pressures, the MSA's employment growth remained positive in 2025, supported by gains in more resilient sectors such as Education and Health Services, which helped to offset declines in Government and contractor-heavy industries like Professional and Business Services.
- National forecasters like Oxford Economics generally expect negative growth in 2026 driven primarily by Government employment losses, but then project a rebound in the years that follow.

Historical Employment Growth
Washington, D.C., MSA; 2002-2025



Source: Oxford Economics; RCLCO

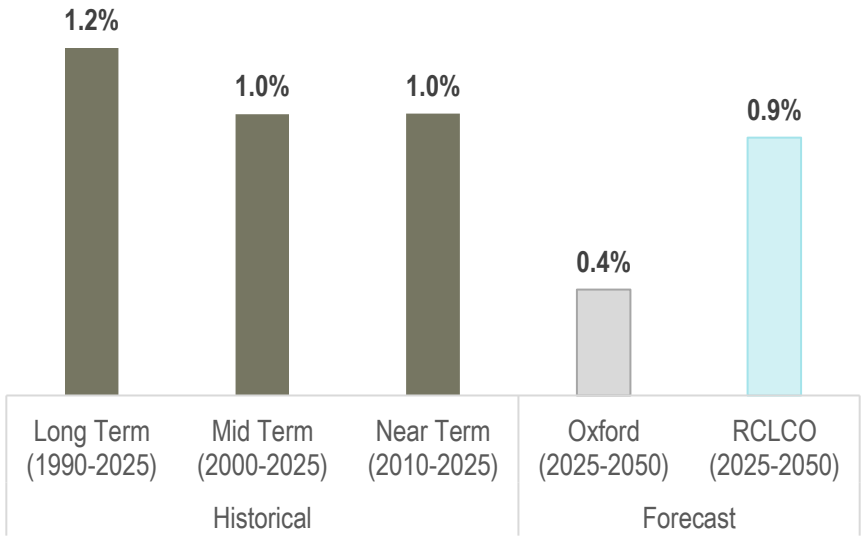
REGIONAL EMPLOYMENT GROWTH TRAJECTORY

The Washington, D.C., MSA is poised to see sustained economic growth, despite near-term headwinds

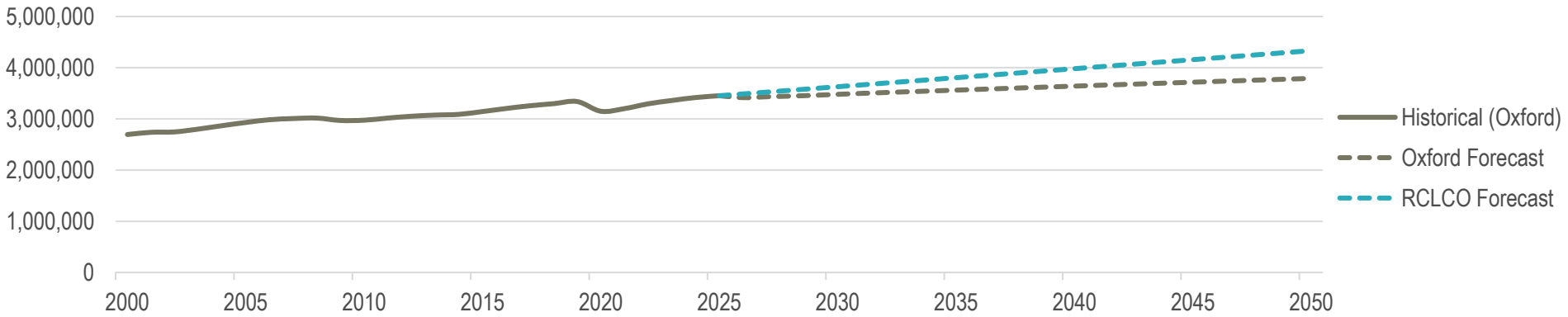
To assess the future economic trajectory of the Washington, D.C., MSA, RCLCO began by reviewing forecasts from national providers including Oxford Economics. These projections tended to be highly conservative—reflecting not only the region's unique near-term headwinds, but also the limitations of top-down methodologies that often overlook local growth dynamics. Given the strategic location and established economic base of the region, RCLCO projects continued growth and developed its own forecast based on a detailed analysis of individual industry segments and their projected trajectories.

- This analysis points to an average annual job growth in the region of 35,000, though this number may vary from year-to-year depending on cycle timing.
  - To account for near-term uncertainty in the Federal government, this forecast assumes a moderation in Government employment growth.
- On a percentage basis, projected growth (0.9% per year) modestly trails historical averages, accounting for near-term disruptions. This forecast outpaces Oxford Economics' projection, which may be overcorrecting for near-term headwinds over the long term.

Historical and Projected Average Annual Employment Growth
Washington, D.C., MSA; 2000-2050



Historical and Projected Employment
Washington, D.C., MSA; 2000-2050



Source: Oxford Economics; RCLCO

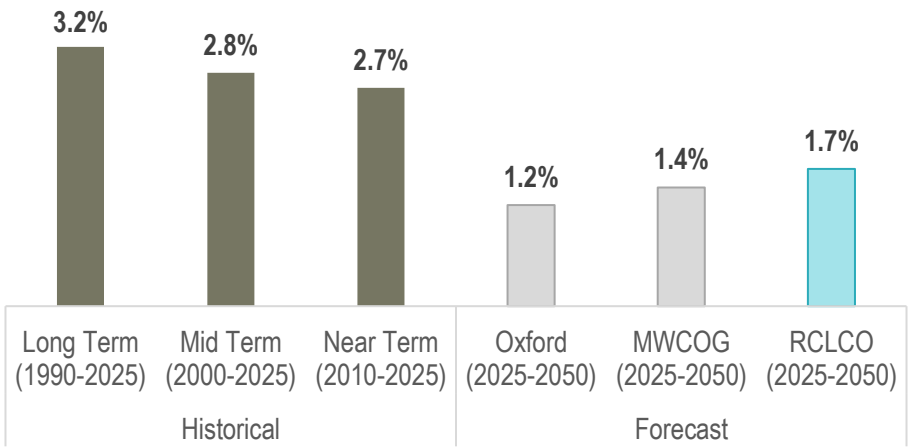
COUNTY EMPLOYMENT GROWTH TRAJECTORY

Growth in Prince William County is anticipated to moderate from historical levels, but still outpace that of the MSA

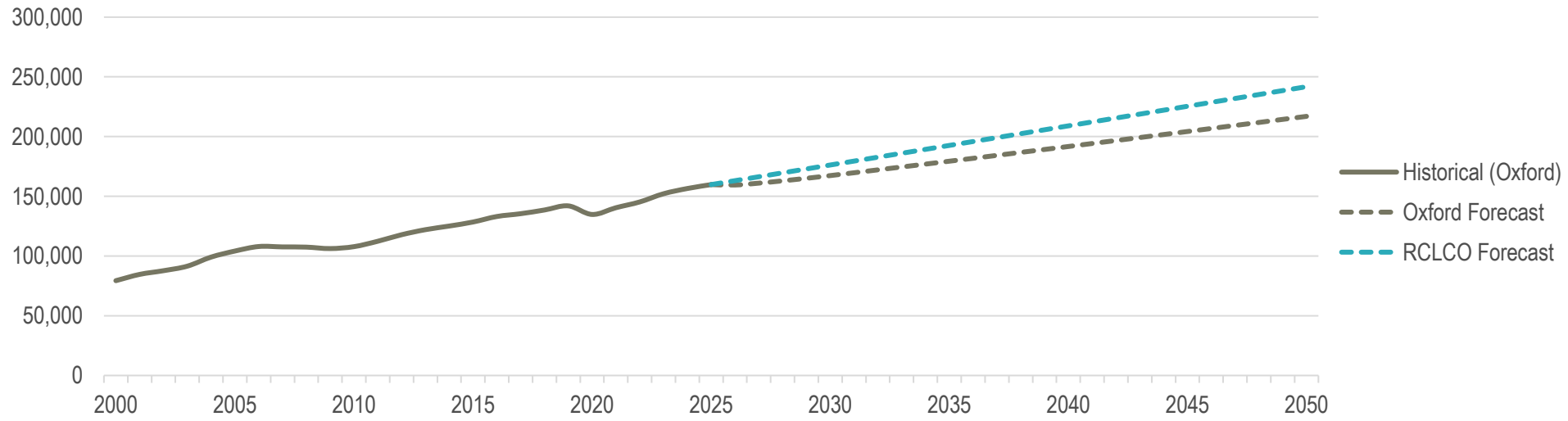
As with the broader region, national data providers such as Oxford Economics project modest employment growth for Prince William County. In contrast, the Metropolitan Washington Council of Governments ("MWCOG") anticipates stronger growth, but its forecast predates the current administration's push to reduce federal spending. To account for these dynamics, RCLCO leveraged its own regional employment growth forecast to inform a localized projection for Prince William County.

- This analysis points to an average annual job growth of 3,300, recognizing this number may vary from year-to-year depending on cycle timing.
- At 1.7% per year, this projected growth is slightly more optimistic than MWCOG's 2023 forecast, which likely does not fully account for the growth the area has been able to achieve historically.

Historical and Projected Average Annual Employment Growth
Prince William County, VA; 2000-2050



Historical and Projected Employment
Prince William County, VA; 2000-2050



Source: Oxford Economics; RCLCO

COUNTY EMPLOYMENT GROWTH BY SECTOR

Employment growth in Prince William County is likely to persist as its economy continues to diversify

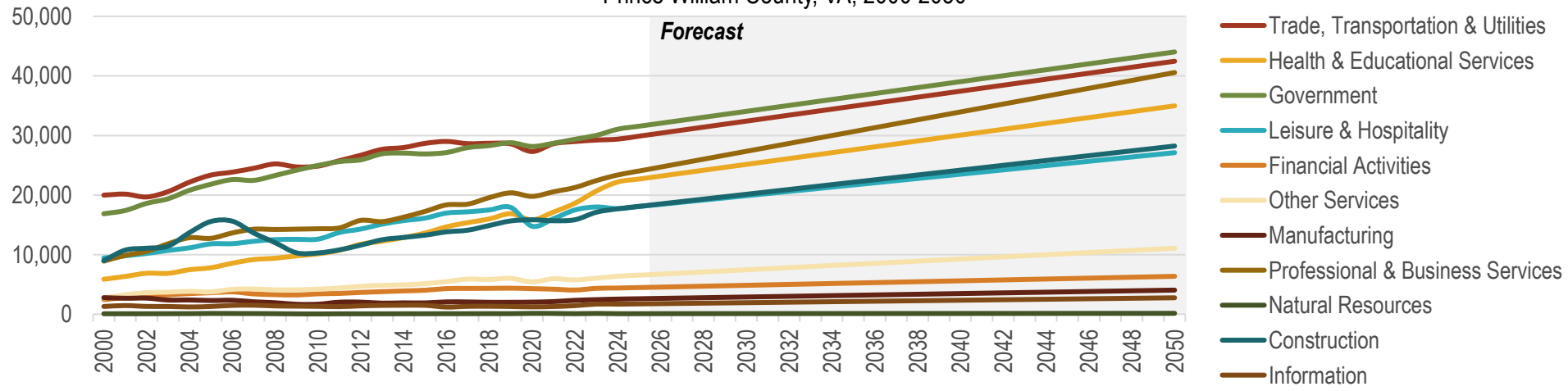
Based on growth trends in Prince William County, RCLCO created a sector-by-sector forecast to underpin the employment growth projection for the county. RCLCO projects continued economic expansion and diversification within the County as the local economy continues to evolve.

- Of the roughly 3,300 annual new jobs projected, RCLCO expects Professional & Business Services to make up roughly 660 of those jobs. Three categories of Trade, Transportation, & Utilities; Government; and Health & Educational Services are expected to each make up approximately 500 new jobs annually.
- Government is projected to remain the largest employment sector. Despite the slowdown of Government employment in the MSA, RCLCO projects Prince William County should be relatively insulated from this trend due to Quantico being an important and enduring anchor. Additionally, as the household base in the county expands, more local government employees will be required to provide services.

Historical and Projected Average Annual Employment by Sector
Prince William County, VA; 2010-2050

	Historical Annual Growth (2010-2025)	Projected Annual Growth (2025-2050)
Government	+ 412	+ 499
Trade, Transportation & Utilities	+ 315	+ 503
Professional & Business Services	+ 606	+ 661
Health & Educational Services	+ 785	+ 491
Construction	+ 489	+ 405
Leisure & Hospitality	+ 343	+ 361
Other Services	+ 147	+ 181
Financial Activities	+ 66	+ 75
Manufacturing	+ 57	+ 58
Information	+ 26	+ 41
Natural Resources	+ 3	+ 2
TOTAL	**+ 3,247**	**+ 3,278**

Historical and Projected Employment by Sector
Prince William County, VA; 2000-2050



Source: RCLCO; Oxford Economics

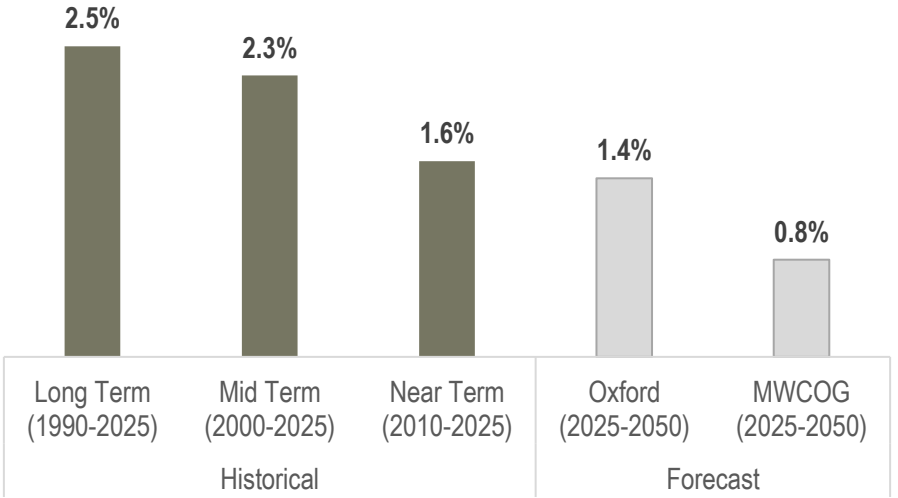
COUNTY HOUSEHOLD GROWTH

Prince William County is projected to experience continued household growth, driven by expansion of the region

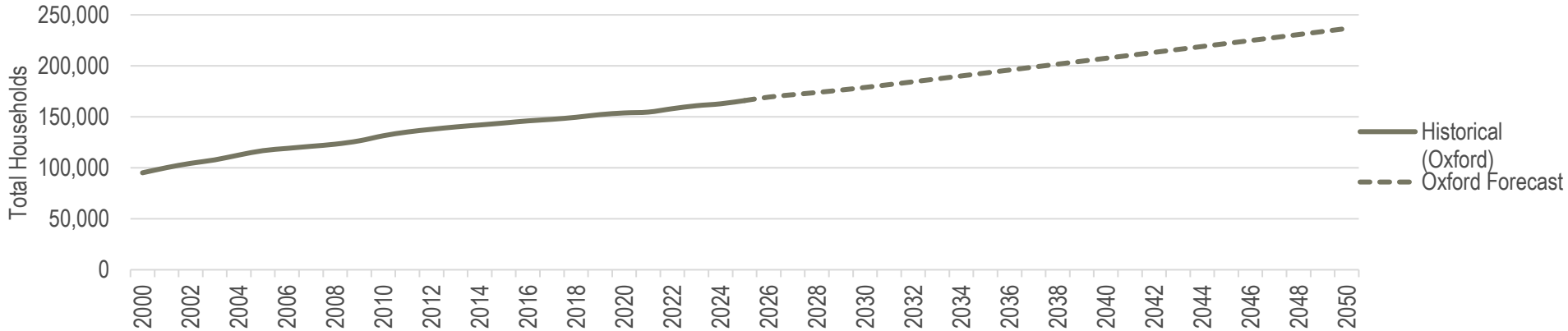
To project future household growth in Prince William County, RCLCO utilized the forecast from Oxford Economics, which RCLCO determined to be appropriate based on its independent projection of future employment growth in the County and the observed relationship between new jobs and new households in the region.

- Oxford Economics projects an annual household growth rate of 1.4% through 2050, equivalent to approximately 2,800 households per year. While this rate of household growth slightly trails the rate of growth from 2010 to 2025 (1.6%), it is more optimistic than MWCOG's projection from 2023 (0.8%).
- MWCOG is likely adopting a more conservative stance towards future growth, to reflect that Prince William County is increasingly running into constraints on its capacity for greenfield growth as the county builds out. However, RCLCO believes these constraints are supply-driven rather than demand-driven, and there is likely potential for higher levels of growth if the county and the municipalities within it plan for greater infill styles of development and redevelopment in locations that are suitable for it.

Historical and Projected Average Annual Household Growth
Prince William County, VA; 2000-2050



Historical and Projected Household Base
Prince William County, VA; 2000-2050



Source: RCLCO; Moody's Analytics

Overview of Small Areas

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SWOT ANALYSIS

The Town of Dumfries is growing and has the potential to become a destination in Prince William County

STRENGTHS

- **Accessibility**: The Town of Dumfries is strategically located along two major thoroughfares, US-1 and I-95, connecting the Town to major destinations such as Washington, D.C., Baltimore, MD, and Richmond, VA.
- **Entertainment Attraction**: *The Rose Gaming Resort* opened in 2024, driving new visitation to the area and growing the overall hospitality market, and serves as a major destination within the Town of Dumfries.
- **Town Support**: The Small Area Plan process demonstrates the Town's desire to facilitate the continued evolution of Dumfries, and this support will help to ensure the area remains attractive to residents and businesses over time.

WEAKNESSES

- **Timing of New Amenities**: While the vision set forth by these Small Area Plans are likely to bring new community amenities to the Town, it may take some time to deliver given the planning effort and financial support required to execute these plans.
- **Destination Competition**: The Town is well-located for vehicular access to Washington, D.C., but the Town is likely to compete with several destinations for visitation that are located closer in-town, such as Woodbridge, Potomac Mills, and Occoquan.

OPPORTUNITIES

- **Waterfront Development**: The Town of Dumfries has an opportunity to unlock its waterfront, which is currently underdeveloped today, to create a mixed-use development that offers community amenities and anchors that could appeal not only to households living in Dumfries, but also to visitors.
- **Introduction of Mixed-Use**: There is an opportunity to encourage mixed-use development in the Town along its major thoroughfares and build to denser development in the Small Areas.
- **Destination Creation**: With these Small Area Plans, the Town can encourage development of new anchors that would make Dumfries a destination, including entertainment anchors, main street experience, or waterfront development.
- **VRE Station and Potomac Shores:** VRE is building a new stop at Potomac Shores, a master-planned community near the Town. The nearby development and ease of accessing via VRE will create a greater household base that could spur additional investment and spending in the Town.

THREATS

- **Federal Uncertainty**: As part of the wider Washington, D.C., MSA, the Town of Dumfries is at risk of being affected by federal employment contraction. However, employers closest to the Town—including Marine Corps Base Quantico, the Federal Bureau of Investigation Academy, and other Marine Corps and FBI support divisions—are key parts of the national defense infrastructure, which is less likely to be impacted by changes to federal spending over the long term.
- **Construction Costs**: Rising construction and financing costs are creating increasingly challenging land economics, particularly for vertical mixed-use developments, which are among the most expensive to build.
- **Required Infrastructure:** There are several infrastructure improvements that will need to be made to create the mixed-use destinations in the Small Area Plans. These include vehicular and pedestrian improvements along Main Street, US-1 widening, and site infrastructure at the Waterfront, which will be a critical path to facilitating the most significant investment and play a key role in setting the stage for future growth.

Source: RCLCO

OVERVIEW OF SMALL AREAS

The *Destination Dumfries 2044* comprehensive plan outlined several Small Areas that will be pivotal to the long-term success of the Town

Entertainment District: Anchored by *The Rose Gaming Resort* and Overlook Park. Today, the casino is the primary driver for outside visitation to Dumfries.

Main Street: The heart of Dumfries, serving as the connector between the other small areas within the town. Main Street is anchored by the Civic Campus, Garrison Park, and the Dumfries Community Center.

Gateway: Today, the area is focused around several surface parked retail centers. The Gateway is functionally the "front door" for visitors from the south as they drive into Dumfries.



Crossroads: The area serves as the northern entrance to Dumfries. Today, it is characterized by retail sites and growing residential offerings.

Waterfront: The Waterfront has historically been used for industrial purposes, with some industrial uses in place today. However, the Town of Dumfries now owns the largest property in the area and with the right placemaking—plus proper infrastructure investment—the Waterfront has potential to become a defining feature of the town.

Source: Town of Dumfries; RCLCO

LAND USES WITHIN THE SMALL AREAS

There are several major opportunities for new development in each of the Small Areas, with some key considerations to facilitate development

SMALL AREA	TARGET LAND USES	STRENGTHS / OPPORTUNITIES	WEAKNESSES / CHALLENGES
Gateway	► Rental apartments (with or without ground floor retail) ► Small number of for-sale singe-family detached homes and for-sale townhomes as buffer use ► Limited-service hotel serving visitors and I-95 corridor demand	► Southern entrance to Dumfries ► Existing shopping center that are available for redevelopment to create an opportunity for large-scale development ► Accessible location on US-1 ► Walkable to Main Street Small Area	► Current rents may not be high enough to support vertically mixed-use construction, which could indicate need for financial support or opportunity for horizontal mixed use ► Disparate ownership could make cohesion more challenging
Main Street	► Multifamily rental housing (with or without ground floor retail), integrated into a walkable main street experience ► For-sale and BFR townhomes as buffer uses; potential single-family detached homes if land allows ► Boutique hotel ► Small-scale condominium buildings ► Possible arts center	► Opportunity to create two-sided walkable Main Street, with complementary residential and hospitality uses. ► Create central hub for activity within the Town for residents, also driving the anchor opportunity in this Small Area	► Current rents may not be high enough to support vertically mixed-use construction without outside financial support ► Disparate ownership could make cohesion more challenging
Waterfront	► Multifamily rental housing (with or without ground floor retail) ► For-sale townhomes and BFR townhomes closer to the Main Street Small Area ► Larger for-sale condominium building ► Select- or full-service hotel (up to two) ► Boardwalk and marina ► Possible arts center/performing arts center	► Currently, the Dumfries waterfront is underutilized, with no public access and no commercial development that interacts with the waterfront ► Town ownership makes cohesive development easier to execute, and some Town support would make this appealing for potential private development partnership	► Infrastructure improvements required could prove expensive ► Potential need for environmental remediation given previous uses on major waterfront site

Source: Town of Dumfries; RCLCO

Demand Forecast

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SUMMARY OF DEMAND METHODOLOGY

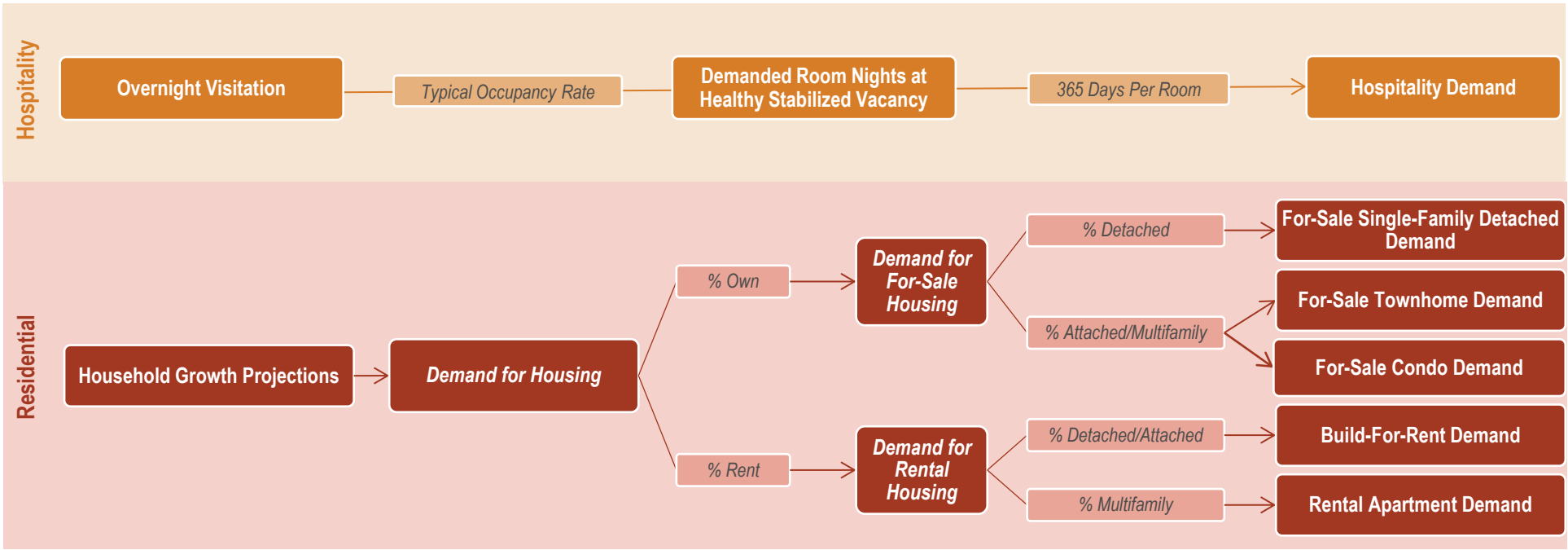
RCLCO utilized a data-driven methodology to determine future demand for new development in Dumfries

To estimate future real estate demand in the Town, RCLCO used household growth projections for Prince William County as the basis for the residential demand projections and then—using additional data from the American Community Survey and U.S. Census—determined the depth of demand for for-sale and rental products. After arriving at projections for Prince William County, RCLCO determined an appropriate capture for each type of residential demand to represent the potential share of demand that could be realized in Dumfries.

Due to the unique local factors that can shape the hospitality market in a town like Dumfries, hospitality demand was calculated using a bottom-up approach, based on the hospitality market in and around Dumfries today. RCLCO projected future visitation growth based on historical data and then followed the methodology below to determine hospitality demand.

A different approach was used for retail, as much of the demand is likely to hinge on the addition of the new households and visitors that other forms of development will help accommodate. For more information, please see Pages 48-51.

Summary of Demand Methodology
Dumfries, VA; 2026-2045



Source: U.S. Census; American Community Survey; Esri; CoStar; RCLCO

DEMAND BY LAND USE

Over the next 20 years, the Town of Dumfries can support 2,400 new housing units and 825 additional hotel keys, representing a major expansion to its real estate inventory

The projections below are based on the analysis described on the previous page. This analysis reflects market-based demand, not accounting for regulatory or land constraints that could impact where development is able to occur.

- In general, Dumfries is equipped to capture a greater share of demand in Prince William County across several residential product types than it has historically.
- Hotel demand was determined using the market depth of the Town based on the existing hotel supply and future demand drivers, with total demand of 825 keys forecasted through 2045.

After projecting demand in broader Prince William County, RCLCO evaluated Dumfries' ability to capture this demand based on an analysis of historic activity, current conditions, and county wide development trends.

- Dumfries is poised to capture up to 12% of rental apartment demand in Prince William County over the next 20 years. While Dumfries has not seen recent market-rate rental apartment development, over 90% of this development in Prince William County since 2020 has been located the north of Dumfries around Woodbridge, demonstrating the potential for new development to continue expanding south along I-95.
- Relative to rental housing development, for-sale housing development can take place in more diverse locations, including ones without the same amenities and transportation infrastructure as Dumfries, which limits Dumfries potential to capture that demand.

Summary of Demand by Use
Dumfries, VA; 2026-2045

	COUNTY WIDE DEMAND (2026-2045)	DUMFRIES CAPTURE	CUMULATIVE DEMAND BY:			
			2030	2035	2040	2045
Rental Apartments	**540**	**11.9%**	230 Units	545 Units	870 Units	**1,205 Units**
Build-For-Rent	**330**	**6.7%**	110 Units	210 Units	305 Units	**405 Units**
For-Sale SFD	**1,160**	**1.8%**	90 Units	190 Units	290 Units	**395 Units**
For-Sale Townhome	**595**	**1.8%**	50 Units	105 Units	155 Units	**210 Units**
For-Sale Condominium	**385**	**2.3%**	25 Units	80 Units	135 Units	**185 Units**
Hotel	**N/A**	**N/A**	165 Keys	385 Keys	605 Keys	**825 Keys**

Source: U.S. Census; American Community Survey; Esri; CoStar; RCLCO

SUMMARY OF DEMAND METHODOLOGY

RCLCO distributed Dumfries-wide demand to each Small Area using a data-driven capture analysis, which examined likely drivers of demand

To calculate the share of demand for each land use in Dumfries that each Small Area is likely to capture, RCLCO collected data on recent market activity, area-specific strengths and weaknesses, and core demand drivers to assess the suitability of each Small Area for future development. RCLCO then assigned each variable a weight for two time periods—2026 and 2040—to reflect how its impact is likely to increase or decrease over time.

- For example, RCLCO assumed that, over time, concentrations of household density would play a larger role in determining the locations in which demand for certain uses would be realized.
- The demand allocation sometimes allocated demand to a Small Area that would be insufficient scale for a developer to build. In these instances, the demand was then reallocated to another Small Area where it would most likely be realized.

Select Variables Considered As Part of Distribution Analysis
Dumfries, VA; 2026

	RESIDENTIAL					
	RENTAL APARTMENT	BUILD-FOR-RENT (BFR)	FOR-SALE SFD	FOR-SALE TOWNHOMES	FOR-SALE CONDO	HOSPITALITY
More impactful in where demand locates	▶ Access to retail ▶ Proximity to employment ▶ Nearby households ▶ Home values ▶ Nearby household incomes ▶ Accessibility	▶ Access to retail ▶ Proximity to employment ▶ Nearby households ▶ Available land ▶ Accessibility ▶ Home values ▶ Nearby household incomes	▶ Available land ▶ Nearby households ▶ Proximity to employment ▶ Home values ▶ Nearby household incomes	▶ Proximity to employment ▶ Access to retail ▶ Available land ▶ Households ▶ Home values ▶ Nearby household incomes	▶ Access to retail ▶ Proximity to employment ▶ Home values ▶ Nearby household incomes ▶ Nearby households	▶ Anchor potential ▶ Accessibility
Less impactful in where demand locates						

Source: U.S. Census; American Community Survey; Esri; CoStar; RCLCO

DISTRIBUTION OF DEMAND

Ensuring a mix of uses across the Small Areas that align with the planned vision and character will help the Town realize the full demand potential

After arriving to demand potential for the town of Dumfries, RCLCO used a mix of quantitative and qualitative factors to distribute the demand to the relevant Small Areas where it can realistically deliver align with the vision for the Town.

Map of Dumfries and Small Areas*
Dumfries, VA; 2026



Small Area Distribution of Demand
Dumfries, VA; 2026-2045

	Gateway				Main Street			
	2030	2035	2040	2045	2030	2035	2040	2045
For-Sale SFD	10	20	35	45	10	20	30	45
For-Sale Townhomes	10	25	45	60	15	30	50	70
For-Sale Condos	0	0	0	0	15	35	45	55
Rental Apartments	80	180	265	345	125	250	320	365
Build For Rent	25	55	85	115	25	50	70	95
Hotel	50	95	120	140	5	25	60	100

	Waterfront				Other Dumfries			
	2030	2035	2040	2045	2030	2035	2040	2045
For-Sale SFD	0	0	0	0	70	145	225	305
For-Sale Townhomes	10	20	25	35	15	30	35	40
For-Sale Condos	10	45	85	130	0	0	0	0
Rental Apartments	20	120	290	495	0	0	0	0
Build For Rent	15	30	45	60	40	75	110	135
Hotel	40	105	175	255	70	160	245	330

*Note: *The small areas displayed on the map above are an approximation*

Source: U.S. Census; American Community Survey; Esri; CoStar; RCLCO

For Sale Housing

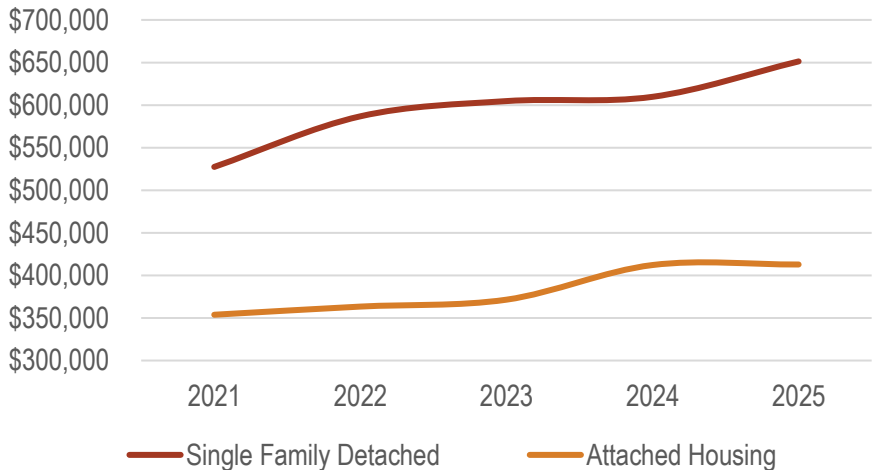
RCLCO
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Housing prices in Dumfries have pushed upwards, indicating potential for denser for-sale housing offerings

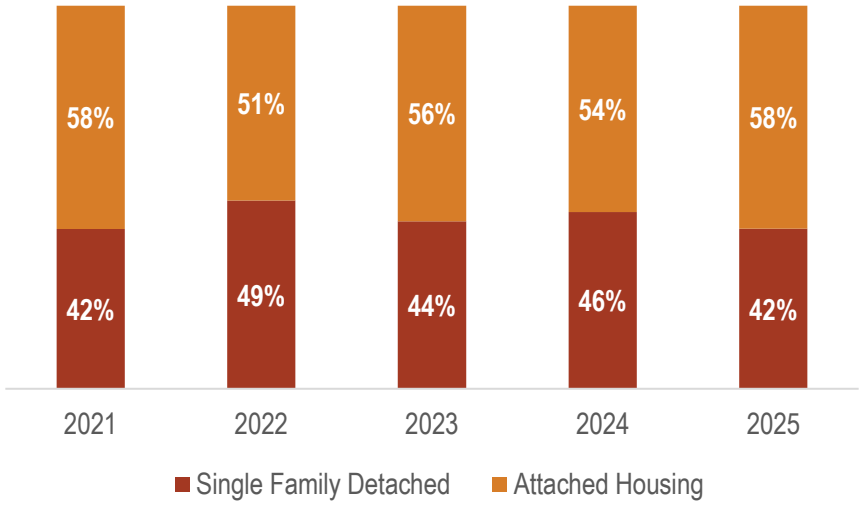
Recent housing transactions in Dumfries have focused on attached product, like townhomes. As larger detached homes have become more expensive, especially outside of the Town, townhomes have become a popular alternative.

- The attached homes that have sold in Dumfries have been almost exclusively townhomes, as opposed to denser condominiums.
- As seen in communities across the country, for-sale housing has seen an increase in sales price across product types. Despite a lack of new product delivering in the Town, sales over $600,000 increased from 14% in 2021 to 29% in 2025.
- While Dumfries is still generally quite affordable compared to the broader region, the rising price points demonstrate the increasing desirability of Dumfries to homebuyers within this part of the MSA.

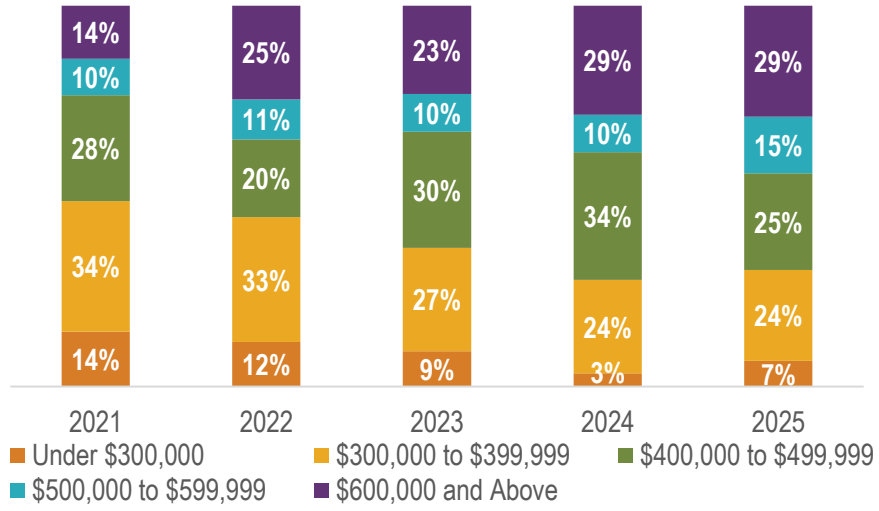
For-Sale Price by Product Type
Dumfries, VA; 2021-2025



Distribution of Home Sales by Product Type
Dumfries, VA; 2021-2025



Distribution of Home Sales by Price Band
Dumfries, VA; 2021-2025



Source: Redfin; RCLCO

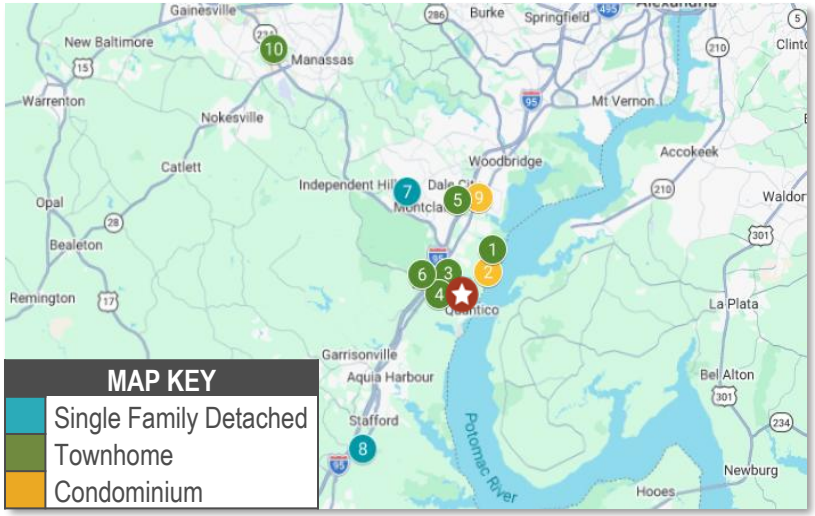
SUPPLY

For-sale deliveries around Dumfries have shifted towards denser typologies while remaining relatively affordable

To assess the opportunity in the Town, RCLCO analyzed for-sale product in Dumfries and surrounding towns. While there has been limited new supply within the Town, there have been a significant number of new developments near Dumfries over the past five years, demonstrating the growing demand for housing in this part of Prince William County.

- The largest development in the area sits just to the northeast of Dumfries: *Potomac Shores*. The development demonstrated the evolution in product types in the form of its for-sale offerings. *Potomac Shores* originally started with single-family detached homes, while recent deliveries have been comprised of denser townhome and two-over-two condominium product.
- Developments in and around Dumfries delivered at competitive prices compared to the broader region. In Dumfries, *Highland Park*, *Eagles Row,* and *Cascade Landing* have all delivered new product at price points below $600,000. With rising cost of living concerns across the wider region, Dumfries's lower home prices will help attract new residents to the area.
- While both *Potomac Shores* and *Cascade Landing* still have future planned deliveries, most of the current for-sale pipeline in the County is located near Manassas, indicating an opportunity for Dumfries to capture a larger share of future demand.

Map of For-Sale Product Offerings
Prince William County, VA; April 2026



MAP KEY	PROPERTY	PRODUCT TYPE	YEAR BUILT	TOTAL UNITS	AVG. PRICE	AVG. SIZE	AVG. $/SF
1	Potomac Shores - Stanley Martin Townhomes	Townhomes	2022	208	$658,000	2,428	$271
2	Potomac Shores - Stanley Martin Condos	Condominiums	2026	34	$553,000	1,918	$288
3	**Highland Park**	**Townhomes**	**2021**	**104**	**$526,000**	**2,314**	**$227**
4	**Eagles Row**	**Townhomes**	**2021**	**56**	**$430,000**	**1,678**	**$256**
5	Tayloe Ridge at the Foundry	Townhomes	2021	153	$627,000	2,421	$259
6	**Cascade Landing**	**Townhomes**	**2025**	**68**	**$573,000**	**2,046**	**$280**
7	Mia Meadows- Heather Bloom and Lavender	Single Family Detached	2021	40	$910,000	4,084	$223
8	Big Spring Estates	Single Family Detached	2022	120	$659,000	3,540	$186
9	Neabsco Commons	Condominiums	2024	64	$513,000	1,798	$285
10	Innovation Town Center	Townhomes	2025	187	$549,000	1,918	$286

Note: Bolded properties are located within Dumfries.

Source: Redfin; Zillow; Property Websites; Sales Agents Google MyMaps; RCLCO

Rental Housing

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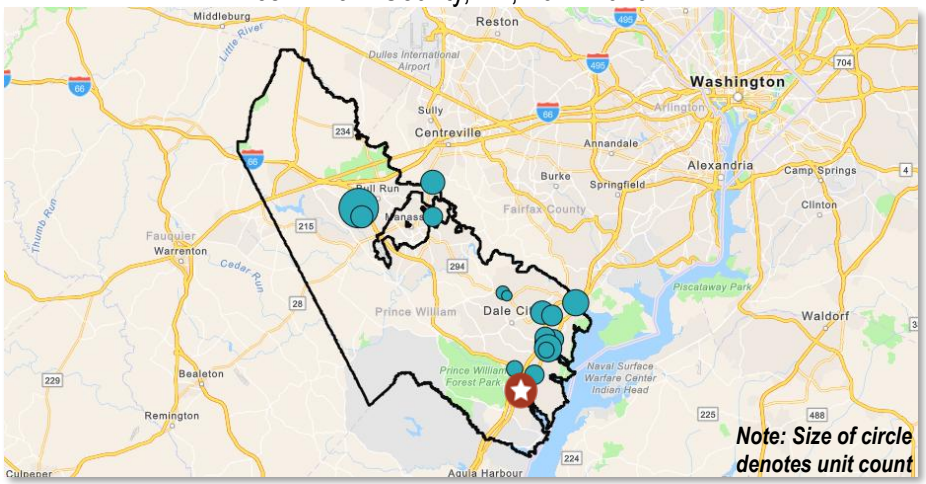
MARKET FUNDAMENTALS

The rental market in Prince William County has experienced strong fundamentals, with both vacancy and rent growth favorable to further development

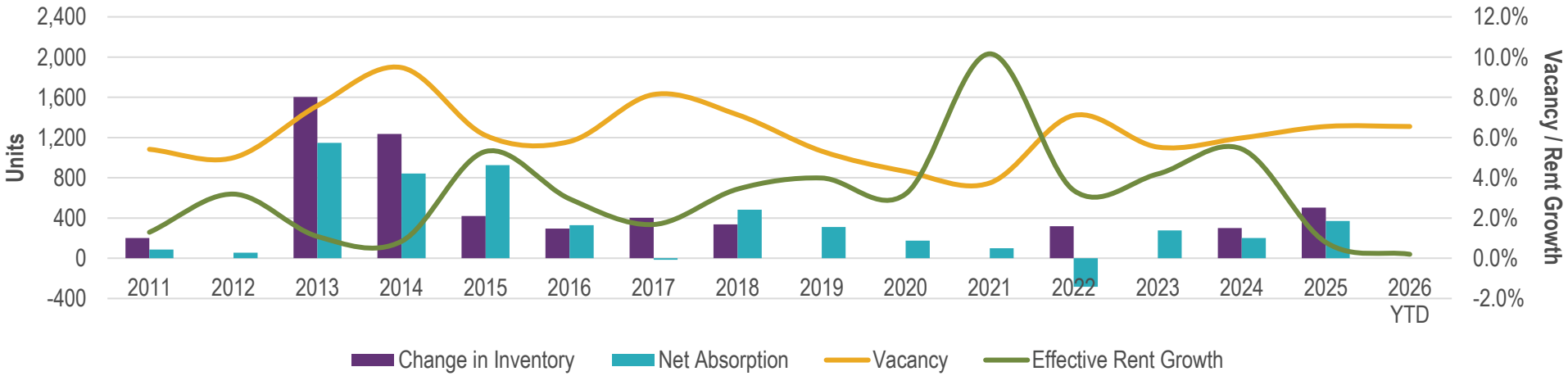
RCLCO examined the rental housing market across broader Prince William County, which has seen minimal deliveries over the past decade. These deliveries have tended to cluster near Woodbridge along I-95 and around Gainesville. While Dumfries has not experienced market rate rental apartment development during the same period, it does fall along the same I-95 corridor as the previous deliveries.

- Over the last five years, as deliveries were minimal, the underlying fundamentals in the market have remained strong with consistent rent growth and a vacancy currently sitting at 6.5%, a positive indicator for future apartment development in the County.

Map of Rental Developments Since 2011 by Unit Count
Prince William County, VA; 2011-2026 YTD



Historical Deliveries, Occupancy Rate, and Asking Rent Growth
Prince William County, VA; 2011-2026 YTD



Note: YTD data is through April 2026. CoStar vacancy rates include properties in lease-up, which can inflate short-term vacancy trends.

Source: CoStar; RCLCO

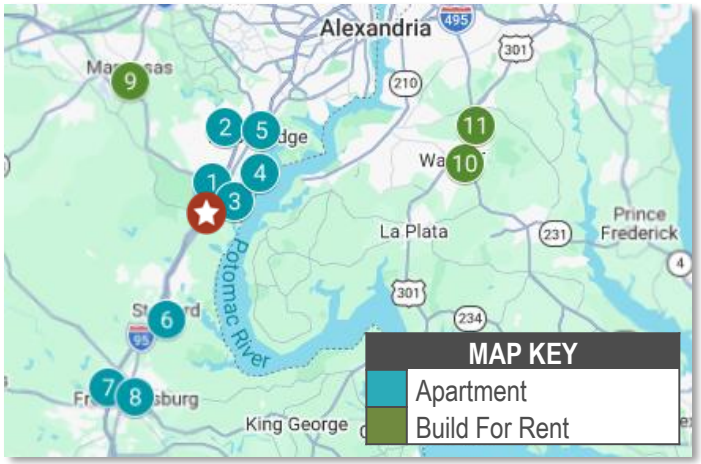
SUPPLY

While Dumfries has not seen a recent market rate delivery, Woodbridge has experienced success with several deliveries over the past five years, indicating potential for the Town

To understand the rental opportunity within the Town, RCLCO studied a selection of eight multifamily communities located near Dumfries along I-95 as well as three BFR communities from the broader region due to the lack of product in Prince William County.

- Out of the competitive set, the newest apartment buildings *The Kincaid at Caton Landing, Aspire at Rippon Landing, and Viridium* are all located north of Dumfries, in or near Woodbridge, and have been accepted by the market. Dumfries would be a logical next destination as development activity continues to extend south along I-95.
- RCLCO evaluated BFR communities across the Washington, D.C., suburbs given the lack of product in the area. Although there has been minimal development of this asset class near Dumfries, RCLCO believes it could be a compelling option to expand the residential offerings and household density in the Town.

Map of Competitive Communities
Competitive Set; 2026



MAP KEY	COMMUNITY NAME	YEAR BUILT	NUMBER OF STORIES	MARKET RATE UNITS	OCC. RATE	AVG. SIZE (SF)	AVG. ASKING RENT	AVG. ASKING $/SF
1	Oasis at Montclair	2014	3	244	93%	1,001	$2,288	$2.29
2	The Kincaid at Caton Hill	2025	5	355	66%	1,020	$2,613	$2.56
3	River Oaks	2013	4	294	94%	1,010	$2,180	$2.16
4	Aspire at Rippon Landing	2024	5	236	91%	931	$2,587	$2.78
5	Viridium	2022	6	318	96%	901	$2,256	$2.50
6	Abberly Waterstone	2018	4	288	98%	1,149	$2,205	$1.92
7	Silver Collection at Carl D Silver Parkway	2019	4	369	93%	963	$2,255	$2.34
8	William Square Luxury Residences	2022	4	84	94%	1,016	$2,347	$2.31
9	Barrington Park	2010	3	147	95%	1,061	$2,295	$2.16
10	Brookstone Townhomes	2022	3	88	90%	1,827	$3,238	$1.77
11	The Retreat at Brandywine Crossing	2024	3	170	87%	1,626	$3,389	$2.08
	AVERAGE	**2019**	**4**	**236**	**94%**	**1,070**	**$2,436**	**$2.28**
	APARTMENT AVERAGE	**2020**	**4**	**274**	**95%**	**997**	**$2,340**	**$2.35**
	BUILD FOR RENT AVERAGE	**2019**	**3**	**135**	**90%**	**1,465**	**$2,959**	**$2.02**

Note: Occupancy average includes only stabilized properties

Source: Google Maps; Axiometrics; CoStar; Leasing agent interview; Property website; RCLCO

Entertainment

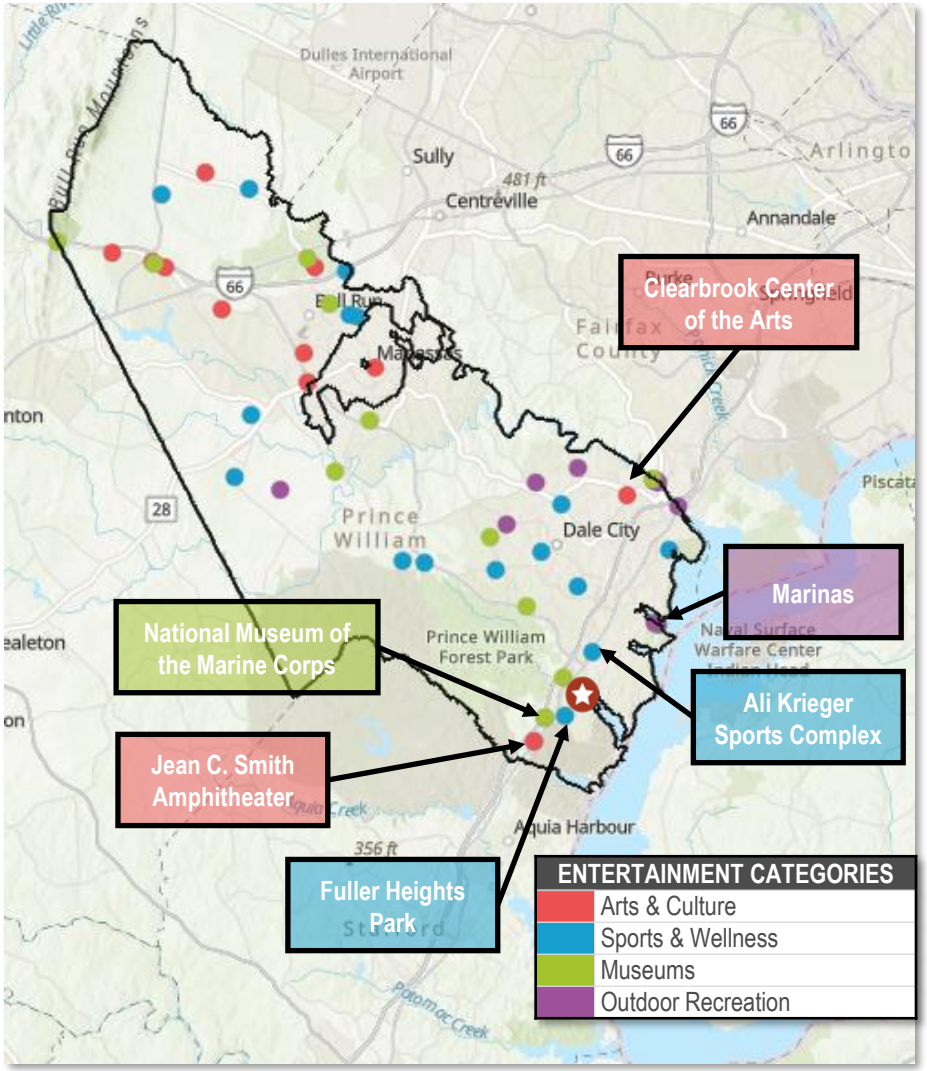
RCLCO
REAL ESTATE CONSULTING

Southern Prince William County has several entertainment destinations, though there is opportunity for differentiation in Dumfries

To assess the opportunity for entertainment uses in Dumfries, RCLCO first surveyed the current offerings in Prince William County, focusing on uses that require dedicated facilities and locate outside retail sites and/or centers. In general, RCLCO identified four broad categories in the county's offerings:

- **Sports and Wellness:** Examples include sports complexes, skateparks, aquatic centers, and municipal parks. In general, the Town of Dumfries is well-served by these types of facilities today, given the access to Ali Krieger Sports Complex and Fuller Heights Park just outside the Town.
- **Arts & Culture:** Examples include indoor theaters, outdoor amphitheaters, art galleries, and interactive art experiences. Destinations are relatively limited in the area surrounding Dumfries, with the Jean C. Smith Amphitheater at Locust Shade Park located to the south of the Town, but the next nearest anchor being the Clearbrook Center of the Arts near Occoquan, plus other offerings in the Occoquan historic district which are mainly comprised of art galleries, which sell and display art, as opposed to providing classes and interactive experiences like an arts center would.
- **Museums:** Generally, examples include a mix of history- and science-focused museums. Dumfries currently has the small-scale Weems-Botts Museum in town. To the south of Dumfries is the National Museum of the Marine Corps, which itself draws significant out-of-market visitation.
- **Outdoor Recreation:** Examples include marinas, a BMX course, horse riding stables, and a splash pad. Around Dumfries, destinations are relatively limited, with the closest locations being the two marinas, Hampton's Landing Marina and E-Z Cruz Marina, with a smattering of other nearby offerings.

Entertainment Destinations
Prince William County; 2026

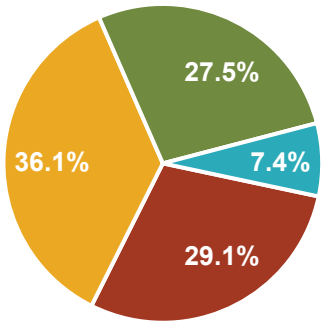
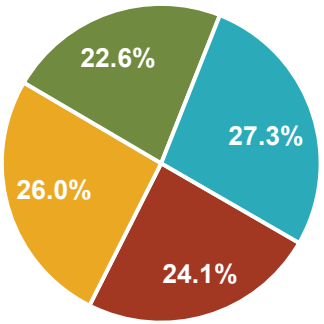
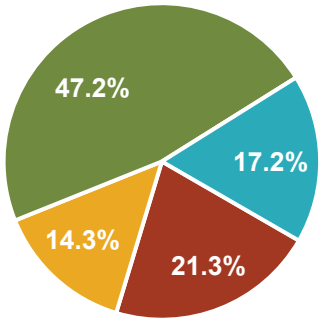


Source: CoStar; ArcGIS; PlacerAI; RCLCO

PERFORMING ARTS

Performing arts facilities in communities similar to Dumfries are typically small- to medium-sized live performance venues, which generally serve regional audiences

To assess the opportunity for performing arts in Dumfries, RCLCO examined several regional analogues focusing on their programming and visitation patterns. These venues primarily host musical or theatrical acts. Jean C. Smith Amphitheater is located just south of Dumfries, although its outdoor format limits its use to more temperate months of the year.

	Jean C. Smith Amphitheater at Locust Shade Park	Riverside Center for the Performing Arts	Hylton Performing Arts Center Merchant Hall
Photo			
Location	Triangle, VA	Fredericksburg, VA	Manassas, VA
Size	500 Seats	400 Seats	1,121 Seats
Annual Visitation	25,000	46,400	50,200
Description	Outdoor performance venue located in a park that hosts a mix of shows generally targeting children and families. Seating is on covered benches with overflow seating available on the grass as well.	Performing arts venue built in 1998. Performances are mainstage productions and children's musical adaptations which feature elaborate sets and a live orchestra. A three-course meal is offered with the performance.	A George Mason University venue featuring a theater. The center focuses on regional arts groups as well as national and international performances. Performances vary from comedy to music, dance, or theater.
Visitation Distribution			

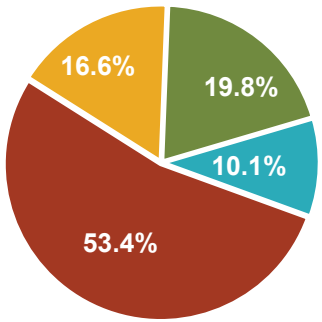
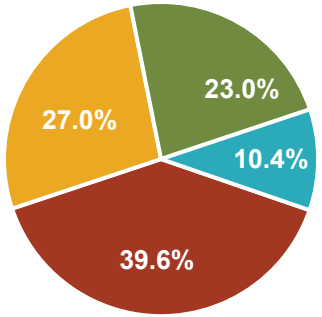
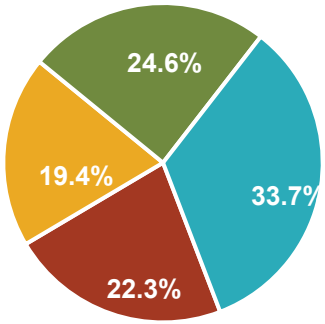
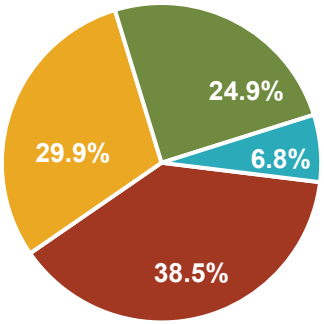


Source: PlacerAI; PWCVA.gov; Virginia.org; VisitPWC.com RCLCO

ARTS CENTER

Arts Centers elsewhere in the Washington market focus on interactive, educational experiences and primarily serve their local communities and surrounding areas

To better understand the opportunity for an arts center in Dumfries, RCLCO examined several regional analogues focusing on their programming and visitation patterns. These venues generally offer a mix of interactive, educational experiences rather than just traditional gallery space and rely largely on nearby visitors.

	ARTfactory	Glenn Echo Park	Torpedo Factory Art Center	Workhouse Art Center
Photo				
Location	Manassas, VA	Glenn Echo, MD	Alexandria, VA	Lorton, VA
Size	11,000 SF	37,000 SF	76,000 SF	96,000 SF
Annual Visitation	48,400	171,600	314,100	236,200
Description	A nonprofit organization that provides art programs in theater, visual and performing arts, and an art gallery. It produces stage productions for adult and youth audiences.	A hub for regional visual and performing arts. The park offers art classes, festivals, exhibitions, and live performances. In addition, the park also includes a carousel and aquarium.	A converted former naval munitions plant built in 1918, now hundreds of publicly accessible artists including a diverse array of mediums such as painting, ceramics, and printmaking. It also offers event space.	Set on 55 acres of land, it provides a performing arts studio, exhibition space, and arts education programs for all ages across a wide range of mediums. It supports more than 100 artists on site.
Visitation Distribution				

0-5 Miles | 5-10 Miles | 10-30 Miles | 30+ Miles

Source: PlacerAI; HistoricManassas.org; NPS.gov; TorpedoFactory.org; RCLCO

OPPORTUNITY

An entertainment anchor has the potential to pull new visitors to Dumfries, although these concepts will likely require a varying degree of support from the town

RCLCO identified a Performing Arts venue, an Arts Center, a Marina, and a Boardwalk as potential opportunities in Dumfries. To determine a likely scale for Performing Arts and Arts Center, RCLCO relied on the regional analogues and compared their total visitation, visitation by distance, and surrounding population to that of Dumfries. The scale of a marina and boardwalk is more ambiguous, largely relying on the level of public investment involved.

	PERFORMING ARTS	ARTS CENTER	MARINA	BOARDWALK
	Riverside Center Fredericksburg, VA	**Glen Echo Park** Glen Echo, MD	**Occoquan Public Dock** Occoquan, VA	**National Harbor** Oxon Hill, MD
Example				
Public Support Received	Privately built, $1.4M shuttered venue operators grant in 2021	Privately built, $22M in 2009 for renovation	$166,500 in 2005 for BIG grant	$200M+ (2004 onward) TIF financing, additional $200M requested
Recommended Scale	400 - 500 Seats	10,000 - 20,000 SF	N/A	N/A
Description	Indoor venue that can host local musicians or touring acts. Capacity can range from a couple hundred to several thousand.	An arts focused center that often features galleries as well as offering interactive art experiences such as classes or demonstrations. Often supported by a food and beverage component.	Can be realized in a variety of forms and scales from a full-service marina including docks that have electricity, sewage pumping, and gasoline pumps to a more limited scale that focuses on kayak or paddleboarding opportunities.	A raised public walkway along the waterfront constructed of wood or concrete that serves as a scenic public space and supports adjacent uses.
Level of Public Support Required	Medium (plus non-profit partnership)	Medium (plus non-profit partnership)	High	High
Recommended Small Area	Waterfront	Main Street / Waterfront	Waterfront	Waterfront
Level of Opportunity	MODERATE	MODERATE	STRONG	STRONG
Visitation Potential	STRONG	MODERATE	MODERATE	STRONG

Source: CoStar; Loopnet; PlacerAI; Google Maps; RCLCO

Hospitality

RCLCO
REAL ESTATE CONSULTING

SUPPLY

The hotel market in Dumfries is relatively shallow, with properties today relying on visitors to Quantico or *The Rose*

Given the limited number of hotels within the Town of Dumfries, RCLCO evaluated a "competitive set" of five proximate hotels that collectively illustrate the current dynamic of hospitality within the market. These properties are classified at midscale at a minimum, as economy properties were excluded since future hotel deliveries in Dumfries would likely be at least midscale in quality.

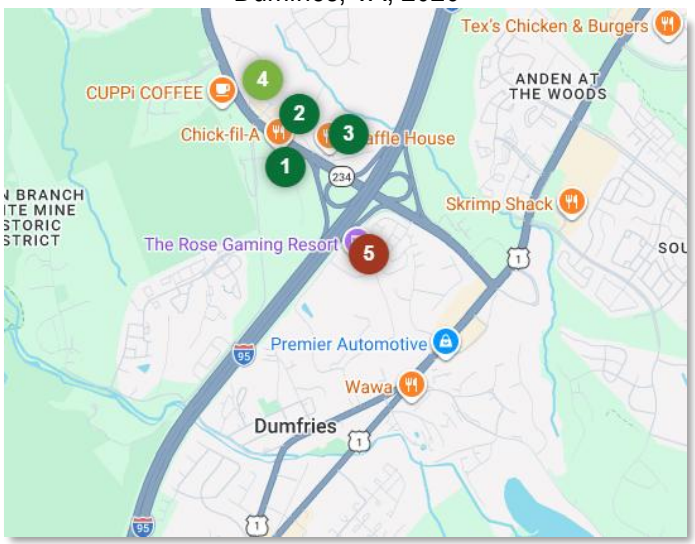
- *The Rose* is the only hotel in the Town of Dumfries that has been delivered recently, and its 102 rooms (which will increase to 305 after Phase 2 is complete) significantly increased the supply of local hotel rooms. Due to the casino attached to the hotel, *The Rose* has been able to attract new visitors to the local market which has allowed the local market still maintain stable fundamentals despite the significant increase in supply.
- The rest of the hotels in the competitive set are clustered around Dumfries Road, just to the northwest of the Town boundary. These hotels are limited-service hotels and likely rely on visitation to nearby Quantico, given their branding, and the anchors of the Marine Corps and FBI academy generate frequent visitation to the area.
- Going forward there is potential demand for further hotel development in Dumfries. This demand has the potential to be realized as additional rooms to service the casino at *The Rose* or to serve visitation to Quantico as much of the set does today. While *Candlewood Suites Dumfries- Quantico* was delivered in 2019, the rest of the hotels in this group are older and there is potential for new hotel developments to capture their share of demand as their quality declines with age.

List of Competitive Hotels
Dumfries, VA; 2026

MAP KEY	HOTEL	CLASS	YEAR OPENED	ROOMS	RACK RATE
1	Holiday Inn Express Dumfries	Upper Midscale	2007	107	$116
2	Comfort Inn Near Quantico Main Gate North	Upper Midscale	2006	80	$109
3	Hampton Inn Dumfries/Quantico	Upper Midscale	2000	78	$116
4	Candlewood Suites Dumfries - Quantico	Midscale	2019	83	$106
5	The Rose Gaming Resort	Independent	2024	305	$158

Note: Renovated in 2014*

Map of Competitive Hotels
Dumfries, VA; 2026



Source: CoStar; ArcGIS; RCLCO

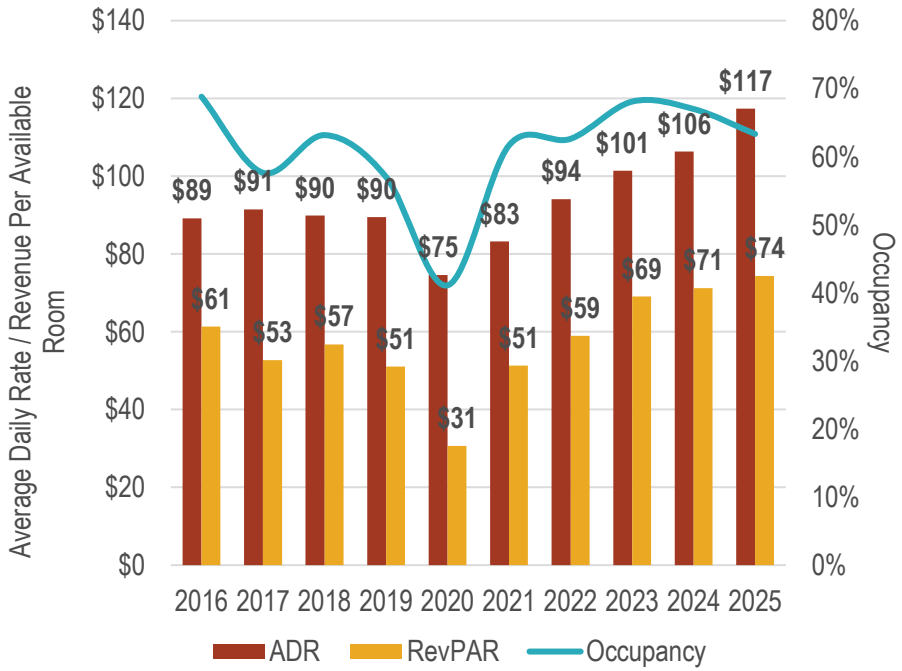
MARKET FUNDAMENTALS

Hotels in Dumfries have historically seen lower prices than Prince William County, reflecting the historically convenience-based dynamic in the local market, but high-quality deliveries have caused a reversal of this trend

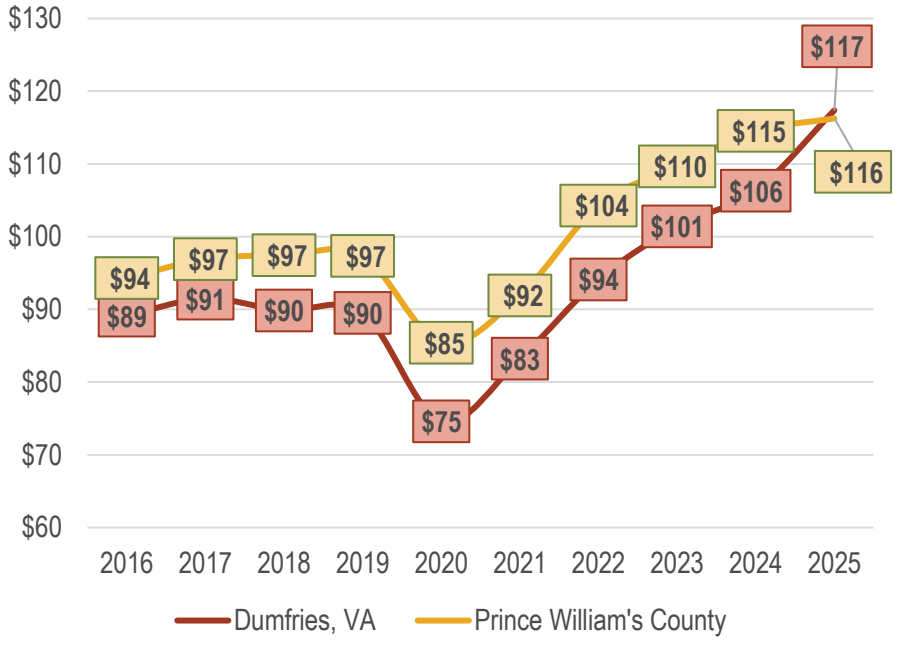
RCLCO examined the performance of the competitive set identified on the previous page to understand the potential for future hotel additions in the Town.

- The average daily rate ("ADR"), reflective of the pricing the hotels have been able to achieve, of the competitive set has historically underperformed the Prince William County hotel market. This can likely be attributed to the historically convenience-based dynamic in the local market. *The Rose*, delivered in 2024 and supported by its gaming component, has reversed this dynamic by creating a unique destination-driven hotel that gives visitors with a compelling reason to visit Dumfries, beyond convenience. The impact of this was realized in 2025 when ADR in Dumfries surpassed Prince William County for the first time.
- With the right investment and placemaking, new hotels delivered in the Small Areas of Dumfries have an opportunity to continue transforming the local hotel market toward a destination-driven dynamic.

Historical Occupancy Trends, ADR, and RevPAR
Dumfries, VA; 2016-2025



Hotel ADR Comparison
Dumfries, VA and Prince William County, VA; 2016-2025



Source: CoStar; RCLCO

Retail

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STATE OF EXISTING RETAIL MARKET

According to the Retail Consultant, Dumfries currently lacks new retail space to attract national brands, with limited short-term demand largely in dining

The Retail Consultant conducted an independent analysis of the current retail market and immediate retail opportunity in the Town of Dumfries, and RCLCO reviewed the findings to establish a foundation for its market analysis. Relevant findings include the following:

- **The Town's retail advantage is its regional trade area, which is larger and has higher spending potential than Dumfries alone.** Together with the Town's position on Route 1 and its access to I-95, this trade area gives Dumfries a customer base and a level of daily traffic that few communities of its size can offer, and it is the strongest basis on which to approach brokers and tenants.
  - When projecting future retail demand, RCLCO considered growth in the Town itself, as well as in the trade areas identified by the Retail Consultant.
- **The primary opportunity is to capture spending in that trade area.** Of the 87 eateries in the 10-minute trade area, only 18 are in Dumfries and just three are full-service, and residents meet most grocery and general merchandise needs at nearby centers anchored by Aldi, Costco, Food Lion, Lidl, Sam's Club, and Target. Recapturing even a modest share of this spending would represent meaningful new sales and tax revenue for the Town.
- **However, this capture is largely limited by the available space.** Only two retail spaces are actively being marketed, and most existing inventory predates 1990, leaving few sites that can accommodate a modern regional or national tenant. For a tenant comparing locations across the corridor, the absence of a modern, move-in-ready space, plus the lack of national tenants with whom retailers can collocate, could hinder interest from new national tenants looking to enter the market. New tenants tend to follow new product, so the pace of retail growth will track the delivery of development-ready sites more closely than it tracks consumer demand.
- **While existing households in Dumfries fuel demand for grocery, much of this demand is likely to be met by the proposed grocery store located just outside town boundaries.** When choosing locations to shop, consumers rarely due so based on jurisdictional boundaries, but rather tenancy, quality, and convenience. As such, this new grocery store is likely to limit opportunities for further net new grocery options within Dumfries in the near term.
- **In the near term, dining would be the clearest opportunity in the Town.** Existing food and beverage offerings skew to fast casual and takeout, and the three full-service restaurants in Town leave residents traveling elsewhere for a sit-down meal. The Retail Consultant estimates near term demand for two to three new eateries in Dumfries, likely in the form of full service or family style/casual dining, with limited opportunities for other retail additions at this time. However, further household growth and investment in the Small Areas are poised to strengthen retail opportunities over time.

In addition to reviewing the findings from the Retail Consultant, RCLCO also interviewed owners of existing retail properties to understand their observations of the market and thinking on future opportunity. Key findings that are relevant to the current state of the retail market include:

- Tenant demand has skewed smaller and more local rather than national credit tenants, making it challenging to lease large spaces.
- Owners suggest more households will be required to drive retail traffic and therefore fund improvements, citing that retail follows rooftops.
- Owners are interested in potential mixed-use redevelopment opportunities in the long term but cite need for Town support.

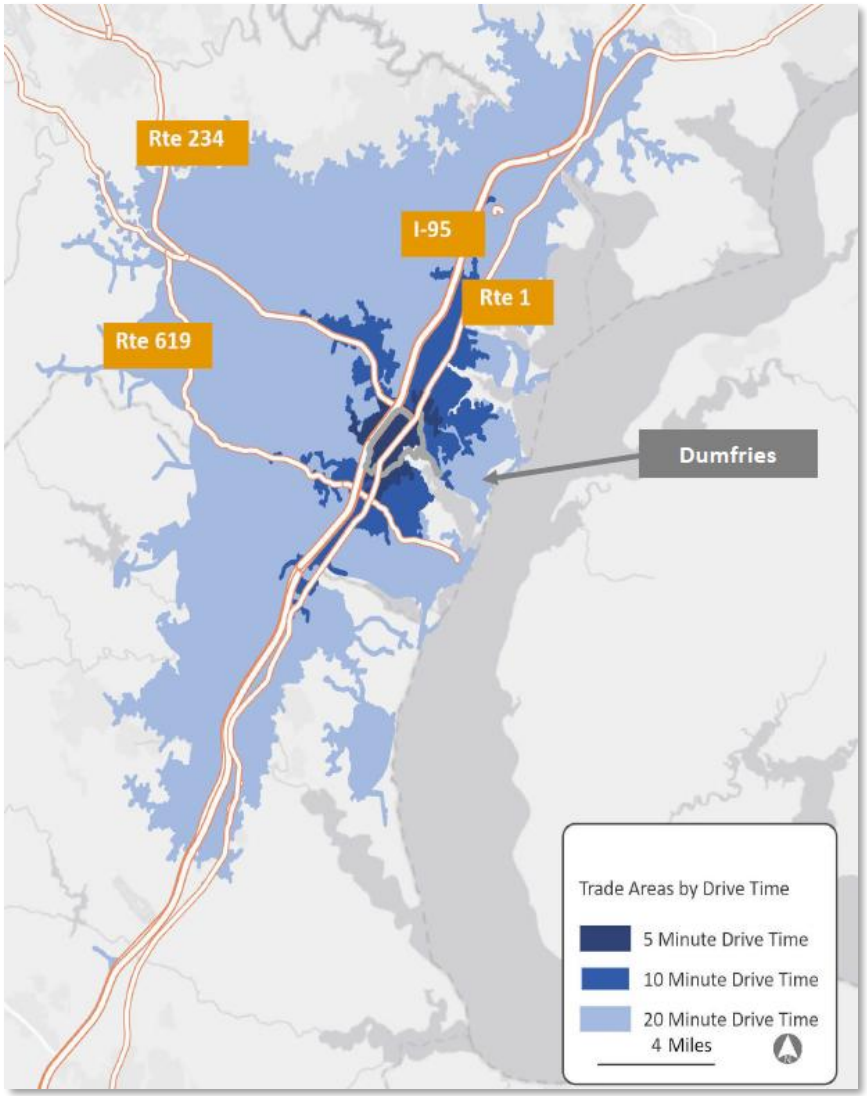
Sources: The Riddle Company; E-Consult Solutions Inc.

RETAIL CONSULTANT'S TRADE AREAS

The Retail Consultant used a Primary, Secondary, and Tertiary trade area when assessing the local retail market

The Primary Trade Area is based on a 5-minute drive time from the center of the town, the Secondary Trade Area based is 10-minute drive time, and the Tertiary Trade Area is based on a 20-minute drive time. RCLCO incorporated these trade areas into the retail demand forecast as well as leveraging RCLCO's projections for hospitality demand, residential demand, and increased visitation from Small Area improvements.

Retail Consultant's Trade Areas
Dumfries, VA; 2026



Sources: The Riddle Company; E-Consult Solutions Inc.

POTENTIAL RETAIL MARKET EVOLUTION

The retail market today is largely defined by car-oriented retail centers, with the opportunity to create more mixed-use environment

TODAY





Today, retail is largely car-oriented and single story, with some two-story retail spaces

LONG-TERM (20 Years+)





In the long term, there is an opportunity for retail to have a mix of uses above, either residential or hospitality.

Source: CoStar; Willow Lawn

DRIVERS OF DEMAND

Demand for meaningful retail additions is likely to depend on the addition of new households in Dumfries and its broader trade area, while increased visitation can supplement that demand, particularly in visitor-oriented locations

RCLCO constructed a retail demand forecast based on six distinct sources of demand. The Retail Consultant's analysis defined the Primary, Secondary, and Tertiary Trade Areas, while RCLCO's analyses projected growth in Dumfries households, hotel guests, and daytime visitors. For each source of demand, RCLCO estimated future retail spending within the Town of Dumfries based on factors such as household income, consumer spending patterns, and the characteristics of each user group. RCLCO then translated this spending into supportable retail square footage using typical sales per square foot thresholds. In general, most future demand is projected to come from household growth in Dumfries and the surrounding trade areas, while new hotel guests and visitors are also expected to contribute further, particularly at the Waterfront.

Summary of Users Likely to Shop in Dumfries, VA
Dumfries, VA; 2026-2045

	NEW HOUSEHOLDS - DUMFRIES	NEW HOUSEHOLDS - PRIMARY TRADE AREA	NEW HOUSEHOLDS - SECONDARY TRADE AREA	NEW HOUSEHOLDS - TERTIARY TRADE AREA	NEW HOTEL GUESTS - DUMFRIES	NEW VISITATION - DUMFRIES
Summary of Consumer Group	New households that RCLCO projects can be realized in Dumfries	New households projected in a 5-minute radius	New households projected in a 10-minute radius	New households projected in a 20-minute radius	New hotel guests that RCLCO projects can be realized in Dumfries	New visitation that RCLCO projects can be realized in Dumfries as they invest in the Small Areas
Assumed Growth by 2045	**~1,600 New Households** Based on RCLCO residential growth projections	**~1,500 New Households** Based on ESRI projections; nets out growth in Dumfries	**~1,400 New Households** Based on ESRI projections; nets out growth in Dumfries and the PTA	**~15,200 New Households** Based on ESRI projections, nets out growth in Dumfries, the PTA, and STA	**~825 New Hotel Guests** Based on RCLCO hospitality growth projections	**~820,000 New Annual Visits** (Avg. of ~2,250 / Day) Based on current visitation patterns in Dumfries and expected lift that could occur through investment in Small Areas
Annual Spending In Dumfries	**$16.7 Million in 2045** ($10,800 / Household)	**$11.3 Million in 2045** ($8,000 / Household)	**$7.4 Million in 2045** ($5,600 / Household)	**$17.7 Million in 2045** ($1,200 / Household)	**$7.6 Million in 2045** ($27 / Guest)	**$15.6 Million in 2045** ($20 / Visitor)
Supported Space	**42,100 SF in 2045**	**28,200 SF in 2045**	**18,600 SF in 2045**	**47,100 SF in 2045**	**24,600 SF in 2045**	**53,700 SF in 2045**

Sources: Esri; PlacerAI; RCLCO

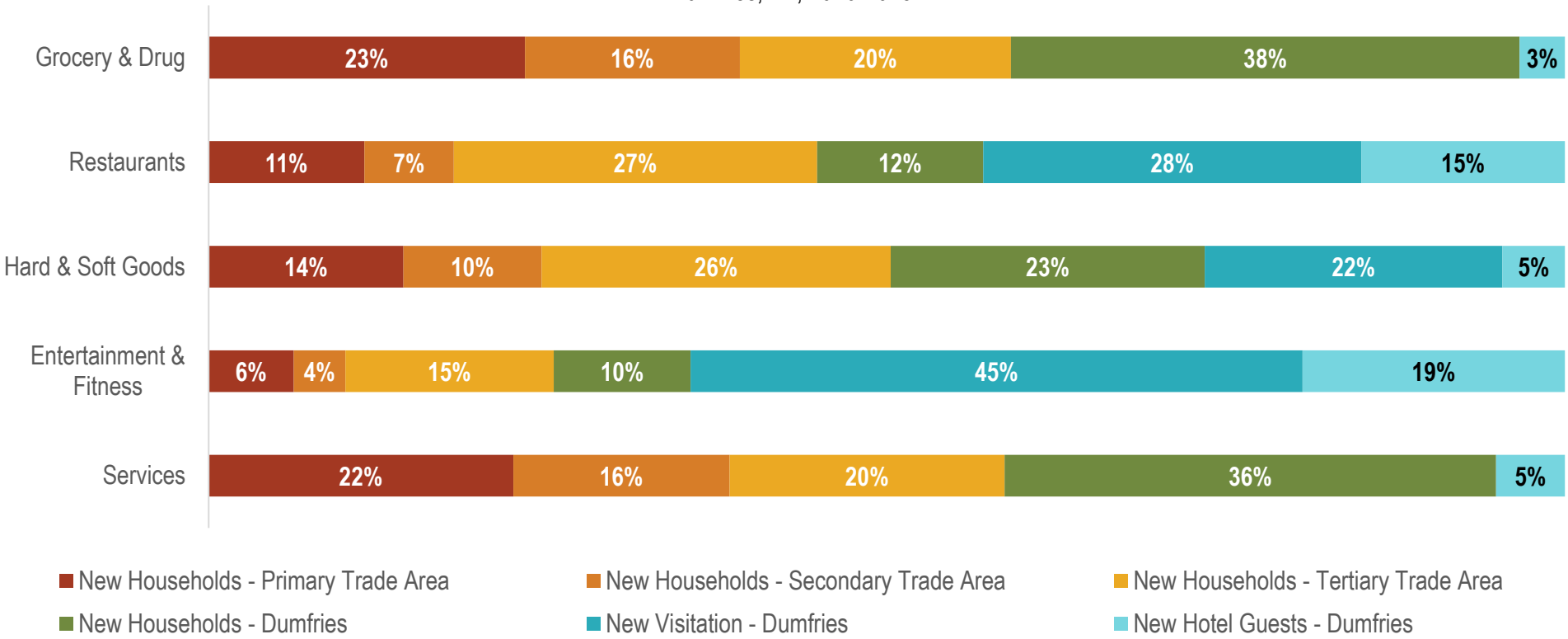
TOWN-WIDE DEMAND FORECAST

The differing spending behavior of new households and visitors can support distinct retail uses in Dumfries, and the Town can draw a diverse new tenant base by accommodating both

While all six retail categories contribute to Town-wide demand in Dumfries, some retail categories will be driven primarily by household spending while others will be much more reliant on outside visitors.

- Grocery & Drug and Services will be heavily reliant on local and area households.
- Entertainment & Fitness demand will rely on outside visitation and hotel guests to drive scale.
- Restaurants and Hard & Soft Goods demand is more balanced and will draw from both new households and new visitors.

Projected Retail Demand Sources by Category
Dumfries, VA; 2026-2045



Sources: Esri; PlacerAI; RCLCO

RETAIL DEMAND BY SMALL AREA

Each Small Area is projected to attract a unique profile of retail uses based on the unique attributes of each

After determining the demand projections for each retail category, RCLCO distributed the demand between each the small areas based on the expected consumer spending behavior and synergy with the planned uses projected in each Small Area.

Gateway

Gateway is envisioned as the "front door" to the Town for visitors from the south. Due to the associated visibility and auto accessibility, Gateway is anticipated to be the best fit for a grocery store, which can serve as the anchor tenant for other daily needs retail at Gateway.

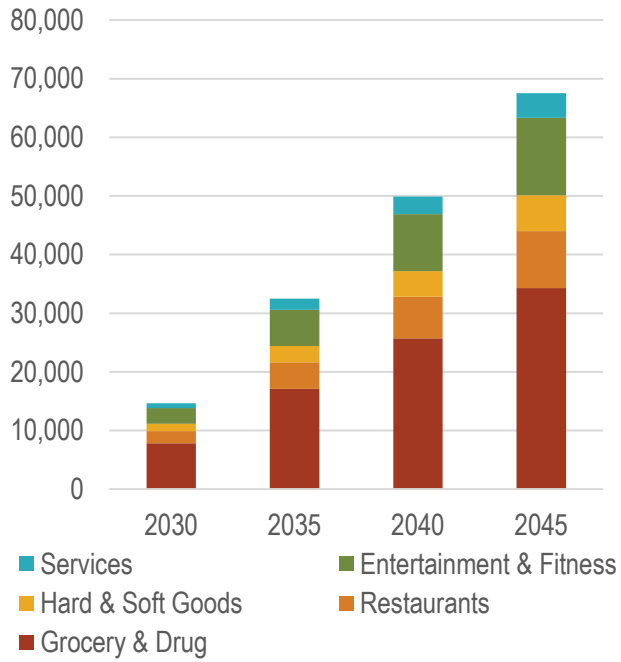
Main Street

Main Street has been the historical heart of Dumfries and has a well-established core of restaurants and services businesses. Adding more restaurants and incorporating select boutique soft goods (in the long term, as opportunity/demand emerges) will help Main Street further develop as a commercial corridor.

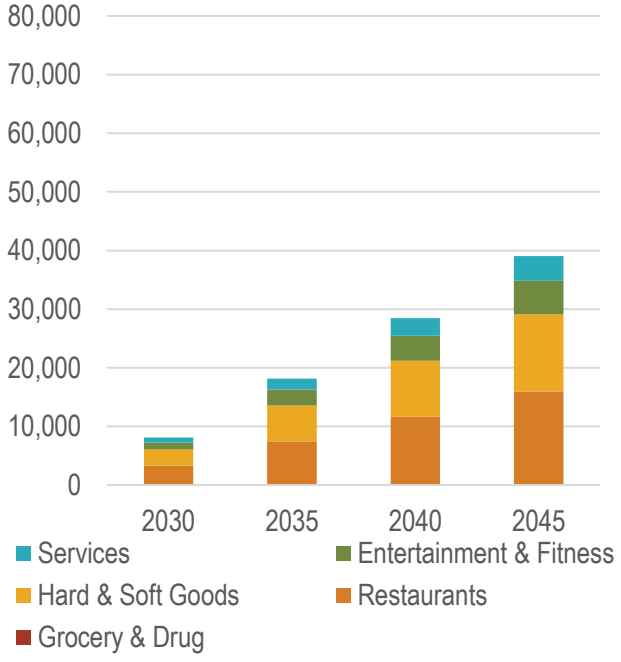
Waterfront

While currently underutilized, the Waterfront has the potential to become a regional destination and defining feature of Dumfries. Once established, it is likely to present favorable opportunities for food, beverage, entertainment, and other experiential concepts, as well as hard and soft goods retailers oriented towards outdoor recreation.

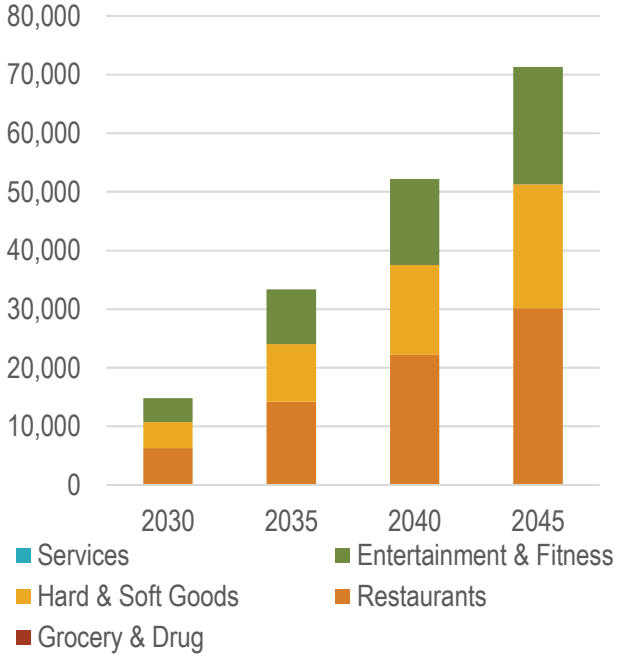
Projected Retail Demand by Category
Gateway; 2026-2045



Projected Retail Demand by Category
Main Street; 2026-2045



Projected Retail Demand by Category
Waterfront; 2026-2045



Sources: Esri; PlacerAI; RCLCO

DEMAND SOURCES

Projected retail at Gateway and Main Street is likely to rely on local and nearby household growth, while the Waterfront is most likely to benefit from expected increases in visitation to the Town

Additional retail demand in Dumfries is likely to rely upon new households and visitors to generate new spending to support business growth. Due to the differing projected retail mix in each area, the expected sources of demand vary by area. In the event that regulatory constraints limit long-term development potential (e.g., new housing development, new hotel development, etc.) in the Town of Dumfries, demand for retail in the Small Areas is likely to be lower as a result; for reference, the below graphs can help illustrate the extent to which each group is likely to play a role in supporting opportunities in each Small Area.

Gateway

Due to the visibility and auto accessibility, Gateway should primarily attract spending from the projected new households in Dumfries and the surrounding area. Spending from these new local households will be especially important for supporting a potential new grocery store.

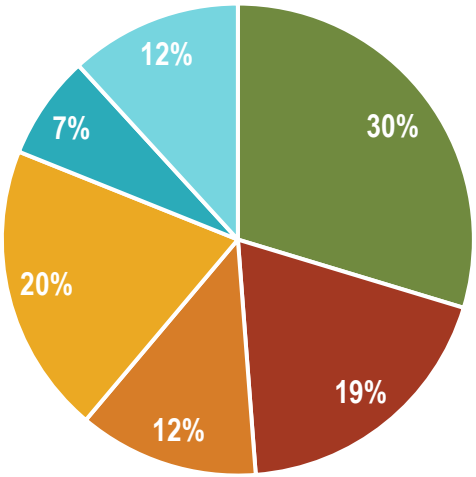
Main Street

With its location in the heart of town, Main Street is projected to serve a more balanced mix of retail audiences, with overnight and daytime visitors playing a larger role. These visitors are likely to help support future food and beverage concepts, as well select boutique soft goods.

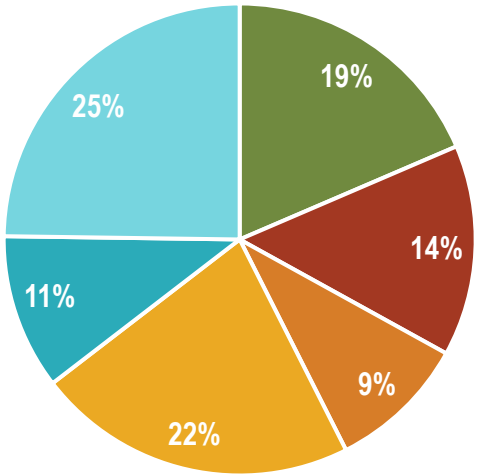
Waterfront

With the vision of the Waterfront becoming a regional destination, it will be the Small Area that is most reliant on outside visitation. Achieving the retail scale will require not only successful restoration of the waterfront and providing public access, but also development of a larger attraction (such as a boardwalk and/or marina).

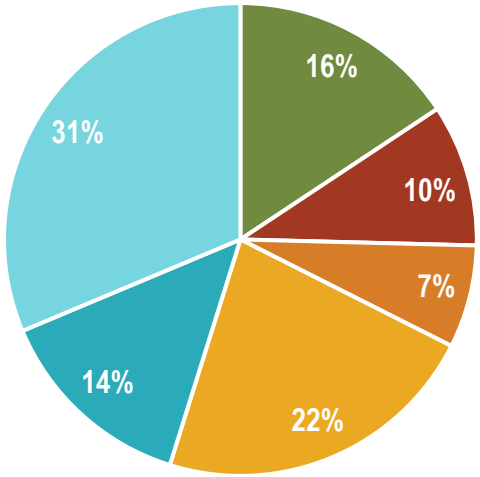
Projected Retail Demand Sources
Gateway; 2026-2045



Projected Retail Demand Sources
Main Street; 2026-2045



Projected Retail Demand Sources
Waterfront; 2026-2045



	NEW HOUSEHOLDS – DUMFRIES		NEW HOUSEHOLDS - PRIMARY TRADE AREA		NEW HOUSEHOLDS - SECONDARY TRADE AREA
	NEW HOUSEHOLDS - TERTIARY TRADE AREA		NEW HOTEL GUESTS		NEW VISITATION

Sources: Esri; PlacerAI; RCLCO

Disclaimers

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CRITICAL ASSUMPTIONS

Our conclusions are based on our analysis of the information available from our own sources and from the client as of the date of this report. We assume that the information is correct, complete, and reliable.

We made certain assumptions about the future performance of the global, national, and local economy and real estate market, and on other factors similarly outside either our control or that of the client. We analyzed trends and the information available to us in drawing these conclusions. However, given the fluid and dynamic nature of the economy and real estate markets, as well as the uncertainty surrounding particularly the near-term future, it is critical to monitor the economy and markets continuously and to revisit the aforementioned conclusions periodically to ensure that they are reflective of changing market conditions.

It is important to recognize that stable and moderate growth patterns are historically not sustainable over extended periods of time, the economy is cyclical, and real estate markets are typically highly sensitive to business cycles. Further, it is very difficult to predict when inflection points in economic and real cycles will occur.

With the above in mind, we assume that the long-term average absorption rates and price changes will be as projected, realizing that most of the time performance will be either above or below said average rates.

Our analysis does not consider the potential impact of future economic shocks on the national and/or local economy, and does not consider the potential benefits from major "booms" that may occur. Similarly, the analysis does not reflect the residual impact on the real estate market and the competitive environment of such a shock or boom. Also, it is important to note that it is difficult to predict changing consumer and market psychology.

As such, we recommend the close monitoring of the economy and the marketplace, and updating this analysis as appropriate.

Further, the project and investment economics should be “stress tested” to ensure that potential fluctuations in revenue and cost assumptions resulting from alternative scenarios regarding the economy and real estate market conditions will not cause failure.

In addition, we assume that the following will occur in accordance with current expectations:

- Economic, employment, and household growth
- Other forecasts of trends and demographic and economic patterns, including consumer confidence levels
- The cost of development and construction
- Tax laws (i.e., property and income tax rates, deductibility of mortgage interest, and so forth)
- Availability and cost of capital and mortgage financing for real estate developers, owners and buyers
- Competitive projects will be developed as planned (active and future) and that a reasonable stream of supply offerings will satisfy real estate demand
- Major public works projects occur and are completed as planned

Should any of the above change, this analysis should be updated, with the conclusions reviewed accordingly (and possibly revised).

GENERAL LIMITING CONDITIONS

Reasonable efforts have been made to ensure that the data contained in this study reflect accurate and timely information and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by RCLCO from its independent research effort, general knowledge of the industry, and consultations with the client and its representatives. No responsibility is assumed for inaccuracies in reporting by the client, its agent, and representatives or in any other data source used in preparing or presenting this study. This report is based on information that to our knowledge was current as of the date of this report, and RCLCO has not undertaken any update of its research effort since such date.

Our report may contain prospective financial information, estimates, or opinions that represent our view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by RCLCO that any of the projected values or results contained in this study will be achieved.

Possession of this study does not carry with it the right of publication thereof or to use the name of "Robert Charles Lesser & Co." or "RCLCO" in any manner without first obtaining the prior written consent of RCLCO. No abstracting, excerpting, or summarization of this study may be made without first obtaining the prior written consent of RCLCO. This report is not to be used in conjunction with any public or private offering of securities or other similar purpose where it may be relied upon to any degree by any person other than the client without first obtaining the prior written consent of RCLCO. This study may not be used for any purpose other than that for which it is prepared or for which prior written consent has first been obtained from RCLCO.



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Appendix C

TOWN OF DUMFRIES

Small Area Plans

TOWN OF DUMFRIES

Small Area Plans

DUMFRIES SMALL AREA PLANS

Town SWOT Analysis

Council | Planning Commission + EDA | Interdepartmental Staff

Purpose and Use

This document organizes stakeholder perspectives into separate SWOT analyses for Town Council, the Planning Commission and Economic Development Authority (EDA), and interdepartmental staff. A combined SWOT follows, identifying areas of broad agreement and the principal tensions that the Small Area Plans should resolve through policy, design, phasing, and implementation.

Executive Takeaway

The central opportunity is to advance a resident-first destination strategy: use the Waterfront, Main Street, and Gateway to create a more walkable, active, and recognizable Dumfries while ensuring that growth delivers practical benefits for current residents and remains feasible for the Town to implement and maintain.

Summary Level Council Perspectives

STRENGTHS	WEAKNESSES
Shared destination vision Broad support exists for transforming Dumfries from a pass-through community into a place where residents and visitors intentionally spend time.	**Gaps in local amenities** Residents continue to leave Dumfries for dining, shopping, entertainment, and family activities.
Waterfront as a signature asset The Waterfront is viewed as the Town's most compelling opportunity for recreation, history, tourism, public access, and economic development.	**Different views on development scale** Perspectives range from ambitious visitor-oriented concepts to smaller-scale, resident-focused development.
Walkability and public realm priorities Sidewalks, gathering spaces, safe crossings, and pedestrian comfort are consistently treated as essential.	**Unresolved parking strategy** Structured parking, surface parking, event parking, and phased delivery remain open questions.
History and identity Dumfries' history and local character are seen as differentiators that should remain visible as the Town grows.	**Main Street lacks a complete destination experience** Current activity, storefronts, and pedestrian destinations do not yet support the desired downtown environment.

OPPORTUNITIES	THREATS
Use the Waterfront as an anchor catalyst Early recreation, environmental, historical, dining, and public-access investments could establish visible momentum.	**Ambition may exceed implementation capacity** Large waterfront, parking, and mixed-use concepts will require realistic phasing, funding, and early wins.
Create a true Main Street downtown A mix of local businesses, restaurants, housing, civic spaces, and events could establish a recognizable center.	**Regional competition** Nearby destinations may dilute Dumfries' draw unless the Town clearly distinguishes its identity and experience.
Reposition Gateway as the front door Branding, signage, daily destinations, streetscape improvements, and neighborhood connections can create a stronger arrival experience.	**Route 1 barriers** Traffic, access, crossings, and roadway design could undermine walkability and district connectivity.
Align resident and visitor benefits Amenities that improve residents' daily lives can also create reasons for visitors to stop and spend.	**Affordability and character impacts** Rapid or large-scale growth could affect housing affordability and the Town's small-town identity.

Summary Level Planning Commission + EDA Perspectives

STRENGTHS	WEAKNESSES
Resident-focused perspective Strong emphasis is placed on sustaining current residents, supporting youth, creating jobs, and providing local amenities.	**Destination language may understate local needs** There is concern that a visitor-focused vision could overshadow the needs of existing residents.
Balanced view of economic development Economic development is linked to both physical infrastructure and human infrastructure.	**Infrastructure questions remain** Water, power, broadband, flooding, resiliency, and service capacity need additional definition.
Recognition of land constraints Stakeholders acknowledge that limited land will require thoughtful vertical and mixed-use development.	**Housing and land-use balance is unresolved** Stakeholders differ on housing quantities, building types, and the proper mix of residential and commercial uses.
Interest in culture and environmental identity History, waterfront access, environmental learning, recreation, and local retail are viewed as complementary assets.	**Risk to existing local businesses** New retail could compete with or displace established mom-and-pop businesses if not carefully positioned.

OPPORTUNITIES	THREATS
Pair physical and human infrastructure The SAPs can connect land use and capital projects with jobs, education, healthcare, broadband, youth programming, and aging-in-place needs.	**Affordability and displacement** Investment could price out current residents or businesses without deliberate protections and benefits.
Use mixed-use vertical development Ground-floor activity with housing, office, or community uses above can address land constraints.	**Destination investment may miss resident needs** Visitor-oriented projects may underperform locally if daily needs and community programming are not built in.
Rebuild local-serving retail and employment Businesses that meet daily needs, create jobs, and support youth can reduce trips outside Dumfries.	**Retail attraction may be difficult** Retail recruitment will depend on complementary amenities, market support, access, and a coherent place framework.
Create a distinctly Dumfries identity Culture, history, ecology, waterfront access, local retail, and family-oriented programming can differentiate the Town.	**Route 1 uncertainty** The timing and form of roadway improvements complicate the Gateway vision and near-term implementation.

Summary Level Interdepartmental Perspectives

STRENGTHS	WEAKNESSES
Implementation-oriented outlook Departments view the SAPs as guardrails for Town initiatives, programs, capital projects, and development decisions.	**Limited staffing and delivery capacity** The existing capital workload already strains staff and could constrain major new initiatives.
Operational awareness Staff are identifying procurement, maintenance, stormwater, staffing, financing, and developer-data needs early.	**Procurement limitations** A small procurement function must support a substantial project workload.
Existing community programming Parks, concerts, movie events, recreation, and well-attended community events provide a foundation for placemaking.	**Growing maintenance burden** New public spaces, lighting, landscaping, hardscape, and stormwater facilities will create ongoing obligations.
Commitment to public communication Departments recognize the need to explain project purpose, benefits, disruptions, traffic effects, and financial impacts.	**Current pedestrian comfort concerns** Route 1 traffic, sidewalk gaps, narrow conditions, and limited lighting affect walkability and perceived safety.

OPPORTUNITIES	THREATS
Align plans with delivery systems The SAPs can define staffing, funding, procurement, maintenance, data, and operating requirements alongside projects.	**Waterfront delivery could overwhelm capacity** A major waterfront program may compete with ongoing capital projects for staff and funding.
Strengthen proffers and public benefits Development expectations can be tied more directly to measurable infrastructure, safety, and service impacts.	**Development impacts may be under-mitigated** Current tools may not consistently connect public benefits to actual infrastructure and service impacts.
Design for operations from the outset Lighting, accessibility, parking, stormwater, event operations, and maintenance can be embedded in concept development.	**Parking and accessibility challenges** Remote or insufficient parking could limit event success and equitable access.
Establish a public messaging framework A consistent approach can explain tradeoffs, construction impacts, timelines, and community benefits.	**Loss of public trust** Support may decline if disruptions, traffic effects, costs, and near-term benefits are not communicated candidly.

Summary Level Combined SWOT

STRENGTHS	WEAKNESSES
Shared destination vision All groups support a more active, recognizable, and connected Dumfries.	**Implementation capacity** Staffing, procurement, funding, project management, and maintenance capacity may limit delivery.
Waterfront as the clearest catalyst The Waterfront is widely viewed as the strongest anchor for identity, recreation, learning, tourism, and investment.	**Parking and access** Parking quantity, location, form, accessibility, and event operations remain unresolved.
Walkability and connectivity Safe, comfortable connections among districts and neighborhoods are consistently prioritized.	**Existing corridor conditions** Route 1, sidewalk gaps, crossings, lighting, and traffic conditions inhibit a walkable district experience.
Local identity and history Stakeholders agree that growth should communicate Dumfries' history and distinct character.	**Retail attraction uncertainty** The Town wants more retail and dining, but recruitment must reflect market realities and support existing businesses.
Resident-serving amenities Restaurants, daily goods, youth activities, jobs, recreation, and gathering spaces are shared priorities.	

OPPORTUNITIES	THREATS
Phased catalyst strategy Visible early actions can build confidence while preparing for larger investments.	**Destination versus resident perceptions** A visitor-oriented message could generate resistance if residents do not see direct benefits.
Clear district roles Gateway can welcome and serve daily needs; Main Street can gather and express civic identity; Waterfront can create a reason to stay.	**Waterfront scale and cost** Overly ambitious concepts could increase affordability, traffic, financing, and delivery risks.
Physical plus human infrastructure Capital investment can be linked to jobs, youth programming, broadband, education, health, and community resilience.	**Growth impacts versus public benefits** Development could outpace infrastructure and services if mitigation tools are weak.
Strategic development tools Proffers, public benefits, maintenance agreements, and developer requirements can better address impacts.	**Route 1 uncertainty** Roadway conditions and project timing may delay or weaken Gateway redevelopment.
Resident-first destination brand Dumfries can attract visitors by first creating an authentic, useful, and enjoyable place for residents.	**Long-term operating costs** New public assets could create obligations the Town cannot sustainably fund or staff.

Summary Level Points of Agreement

- Waterfront catalyst: The Waterfront is the strongest shared opportunity and should connect recreation, history, ecology, public access, and economic development.
- Resident-serving amenities: All groups want more restaurants, daily destinations, entertainment, youth activities, jobs, recreation, and gathering places.
- Walkability and safety: Sidewalks, crossings, lighting, pedestrian comfort, and district connections are foundational priorities.
- Identity and history: Dumfries should modernize without losing its history, authenticity, and small-town character.
- Implementation discipline: The plans need phasing, funding, staffing, maintenance, partnerships, and measurable near-term actions.

Summary Level Points of Tension

- Destination versus local needs: How prominently should visitor attraction shape priorities relative to the daily needs of current residents?
- Waterfront scale: Should the Waterfront pursue a major regional destination model or a more incremental, small-town, resident-oriented approach?
- Housing versus commercial activity: How much housing is needed to support activity, and how should it be balanced with retail, jobs, and community uses?
- Growth versus operational capacity: Can staffing, procurement, capital delivery, and maintenance systems support the pace and scale of proposed investment?
- Public benefit versus private value: How will development impacts be mitigated and translated into measurable community benefits?

Summary Level Potential Framing

Advance a resident-first destination strategy. Pursue regional visibility and private investment, but measure success by whether current residents can walk safely, access daily needs, enjoy public spaces, find local jobs and activities, experience the Town's history and waterfront, and see growth translated into tangible community benefits.

Planning Implications

- Define a distinct implementation role for Gateway, Main Street, and Waterfront.
- Organize recommendations into near-term catalysts, enabling actions, and longer-term investments.
- Pair capital concepts with staffing, operating, maintenance, and funding requirements.
- Evaluate concepts against resident benefit, affordability, mobility, identity, feasibility, and resilience.
- Use points of tension as explicit decision questions for future workshops and plan review.

Detailed Perspectives

1. Council Perspectives

Strengths

- Clear shared aspiration to make Dumfries a destination: Council perspectives consistently support moving Dumfries from a pass-through community to a place where residents and visitors intentionally visit, with Main Street, Gateway, and Waterfront each playing a distinct role. The recurring aspiration is to create places where people can live, walk, shop, dine, gather, and spend more time locally while preserving Dumfries' history and character.
- Waterfront as the signature opportunity: Council perspectives identify the Waterfront as Dumfries' strongest long-term asset for recreation, environmental learning, history, tourism, public access, dining, and economic development. Its appeal extends beyond a single project because it can anchor identity, connect multiple attractions, and distinguish Dumfries from nearby communities.
- Walkability and public realm priorities: Sidewalks, safe crossings, comfortable pedestrian routes, gathering spaces, and visible public-realm improvements are consistently treated as essential to the desired destination experience.
- History and identity as differentiators: Council perspectives emphasize making Dumfries' historic identity and local progression visible as the Town modernizes, rather than creating a generic destination that could exist anywhere.

Weaknesses

- Insufficient local amenities: Residents still leave Dumfries for restaurants, shopping, entertainment, and family activities. This limits spending within the Town and reinforces its current pass-through pattern.
- Different views on the scale of development: Council perspectives range from ambitious, visitor-oriented waterfront and mixed-use concepts to smaller, incremental, resident-focused investments that reinforce a small-town feel.
- Parking remains unresolved: Structured parking, surface parking, event parking, satellite parking, accessibility, and phased delivery remain open questions. The issue affects Waterfront feasibility, Main Street activity, special events, and equitable access.
- Main Street lacks a complete destination experience: Existing storefronts, activity levels, pedestrian destinations, and after-hours uses do not yet create a continuous downtown experience or enough reasons to walk the full corridor.

Opportunities

- Establish an early Waterfront anchor: Potential early actions include recreation, public access, environmental education, historical interpretation, dining, small retail, kayaking or paddle activities, and a boardwalk or riverwalk segment. An identifiable first anchor could demonstrate momentum to residents and the private sector.
- Create a recognizable Main Street downtown: A mix of local businesses, restaurants, housing, civic spaces, events, and gathering places could transform Main Street into the Town's civic and historic heart.
- Reposition Gateway as the front door: Branding, signage, streetscape improvements, daily destinations, walkability, and neighborhood connections can make Gateway a stronger arrival experience and local-serving commercial district.
- Align resident and visitor benefits: Amenities that improve daily life for residents can also attract visitors. This creates a practical way to connect destination development with local value rather than treating the two goals as competing objectives.

Threats

- Ambition may exceed delivery capacity: Large-scale waterfront, parking, and mixed-use concepts require realistic phasing, funding, staffing, partnerships, and visible early wins. Without those elements, expectations may outpace implementation.
- Regional competition: Nearby destinations already offer dining, entertainment, waterfront, and mixed-use experiences. Dumfries will need a distinct identity rooted in its own history, ecology, community, and scale.
- Route 1 barriers: Traffic, roadway width, access, crossings, sidewalk gaps, and future roadway design could undermine the desired walkable connections between districts and neighborhoods.
- Affordability and character impacts: Rapid or large-scale growth could affect housing affordability, business stability, traffic, and the Town's small-town identity if community benefits and protections are not built into implementation.

2. Planning Commission + EDA Perspectives

Strengths

- Strong focus on current residents: Planning Commission and EDA perspectives emphasize sustaining existing residents, creating youth activities and jobs, supporting families, and providing amenities for people who already live in Dumfries.
- Balanced definition of economic development: Economic development is understood as a combination of physical infrastructure and human infrastructure, including utilities, broadband, resilience, education, healthcare access, employment, youth opportunity, and aging-in-place needs.
- Recognition of land constraints: Stakeholders acknowledge that Dumfries cannot expand outward indefinitely. Thoughtful vertical and mixed-use development may be necessary, with active ground floors and housing, office, or community uses above.
- Culture and environmental identity: History, waterfront access, ecology, environmental learning, recreation, and local retail are viewed as complementary ingredients of a distinctly Dumfries identity.

Weaknesses

- Destination language may understate local needs: A visitor-focused message could overshadow affordability, jobs, youth programming, daily services, and the quality of life of existing residents.
- Infrastructure questions remain: Water, power, broadband, flooding, resiliency, service capacity, and the infrastructure demands of new development require additional definition.
- Housing and land-use balance is unresolved: Stakeholders differ on housing quantities, building forms, and the appropriate balance among residential, retail, employment, civic, and community uses.
- Risk to existing businesses: New retail and redevelopment could compete with or displace established mom-and-pop businesses unless recruitment and development strategies intentionally support local businesses.

Opportunities

- Pair physical and human infrastructure: The SAPs can connect land-use and capital recommendations with jobs, education, healthcare, broadband, free public connectivity, youth programming, and services for aging residents.
- Use mixed-use vertical development strategically: Ground-floor commercial, civic, or community activity with housing or office above can address land constraints while creating activity and supporting local businesses.
- Rebuild local-serving retail and employment: Businesses that meet daily needs, give youth and families more to do, and create local jobs can reduce trips outside Dumfries and strengthen local spending.
- Develop a uniquely Dumfries experience: Culture, port and local history, ecology, waterfront learning, boutiques, family programming, green space, and recreation can distinguish the Town without simply copying larger regional destinations.

Threats

- Affordability and displacement: Investment could price out current residents or businesses unless affordability protections, public benefits, and local-serving uses are deliberately incorporated.
- Destination investment may miss resident needs: Visitor-oriented projects could underperform locally if daily needs, community programming, jobs, and year-round resident use are not part of the concept.
- Retail attraction may be difficult: Recruitment will depend on market support, complementary amenities, access, visibility, a coherent place framework, and protection of existing businesses.
- Route 1 uncertainty: The timing and form of Route 1 improvements complicate near-term Gateway planning, pedestrian connections, access, and redevelopment expectations.

3. Interdepartmental Perspectives

Strengths

- Implementation-oriented outlook: Departments view the SAPs as guardrails for Town initiatives, programs, development decisions, and capital projects, not simply as aspirational land-use documents.
- Operational awareness: Staff are identifying procurement, project management, maintenance, stormwater, staffing, financing, developer data, proffers, and operating requirements early in the planning process.
- Existing programming provides a foundation: Parks, concerts, movie events, recreation, festivals, and other well-attended community activities provide a base for future placemaking and district activation.
- Commitment to communication: Departments recognize the need to explain why projects are occurring, what benefits they provide, how long disruptions may last, how traffic may be affected, and what financial implications residents may experience.

Weaknesses

- Limited staffing and delivery capacity: The existing capital workload already strains staff and could constrain the Town's ability to add a major Waterfront program or several district-scale initiatives at once.
- Procurement limitations: A small procurement function must support a substantial project workload, creating a potential bottleneck for consultant selection, contracting, purchasing, and construction delivery.
- Growing maintenance burden: New public spaces, lighting, landscaping, hardscape, stormwater facilities, equipment, and amenities will create long-term staffing and operating obligations.
- Current pedestrian comfort concerns: Route 1 traffic, sidewalk gaps, narrow conditions, limited lighting, and uncomfortable crossings affect walkability and perceived safety today.

Opportunities

- Align plans with delivery systems: The SAPs can identify staffing, procurement, funding, data, maintenance, and operating requirements alongside each major concept and project.
- Strengthen proffers and public benefits: Development expectations can be tied more directly to measurable infrastructure, safety, service, capacity, and community impacts.
- Design for operations from the outset: Lighting, accessibility, parking, stormwater, event operations, emergency access, maintenance, and staffing can be embedded in concept design rather than addressed after projects are selected.
- Establish a public messaging framework: A consistent approach can explain project purpose, tradeoffs, construction effects, timelines, costs, near-term benefits, and opportunities for residents to ask questions.

Threats

- Waterfront delivery could overwhelm capacity: A major Waterfront initiative may compete with current capital projects for staff attention, project management, procurement resources, and funding.

- Development impacts may be under-mitigated: Existing tools may not consistently connect negotiated public benefits to the infrastructure and service impacts created by development.
- Parking and accessibility challenges: Remote, insufficient, or poorly managed parking may reduce event success and create disproportionate barriers for people with disabilities or limited mobility.
- Loss of public trust: Support may decline if the Town does not communicate disruptions, traffic effects, costs, implementation constraints, and near-term benefits candidly.

4. Combined Synthesis

Combined Strengths

Theme	Detailed Finding
Shared destination vision	Across the stakeholder groups, there is support for making Dumfries more active, recognizable, walkable, and connected, while using the SAPs as an action-oriented component of Destination Dumfries.
Waterfront catalyst	The Waterfront is the clearest common catalytic asset, with potential roles in recreation, environmental learning, historic interpretation, public access, tourism, dining, and economic development.
Walkability and connectivity	Sidewalks, safe crossings, lighting, neighborhood connections, comfortable pedestrian routes, and links among Gateway, Main Street, and Waterfront are foundational priorities.
Identity and history	Stakeholders agree that modernization should retain Dumfries' history, authenticity, environmental setting, and small-town character.
Resident-serving amenities	Restaurants, daily goods, youth activities, jobs, recreation, local retail, and gathering spaces are widely shared priorities.

Combined Weaknesses

Theme	Detailed Finding
Implementation capacity	Staffing, procurement, funding, project management, maintenance, and operating capacity may limit the pace and scale of delivery.
Parking and access	Parking quantity, location, type, accessibility, event operations, and phasing remain unresolved across districts.
Existing corridor conditions	Route 1, sidewalk gaps, crossings, lighting, and traffic conditions conflict with the desired walkable district experience.
Retail attraction uncertainty	The Town wants retail and dining, but recruitment must reflect market conditions, complementary amenities, access, and protection of existing businesses.
Unresolved development balance	The proper mix of housing, commercial activity, civic uses, public spaces, and employment remains a central planning question.

Combined Opportunities

Theme	Detailed Finding
Phased catalyst strategy	Visible early actions can build public confidence and market interest while the Town prepares for larger investments.
Clear district roles	Gateway can welcome visitors and serve daily needs; Main Street can gather people and express civic identity; Waterfront can create a reason to stay.
Physical plus human infrastructure	Capital projects can be linked to jobs, youth programming, broadband, education, public health, aging-in-place, and resilience.
Strategic development tools	Proffers, public benefits, maintenance agreements, developer requirements, and impact data can better connect growth with community needs.
Resident-first destination brand	Dumfries can attract visitors by first creating an authentic, useful, and enjoyable place for residents.

Combined Threats

Theme	Detailed Finding
Destination versus resident perceptions	A visitor-oriented message may generate resistance if current residents do not see direct, tangible benefits.
Waterfront scale and cost	Overly ambitious concepts could increase financial, affordability, traffic, staffing, and delivery risks.
Growth impacts versus public benefits	Development could outpace infrastructure and services if mitigation tools and benefit expectations are weak.
Route 1 uncertainty	Roadway design, access, crossing conditions, and project timing may delay or weaken Gateway redevelopment and district connectivity.
Long-term operating costs	New public assets may create maintenance and staffing obligations that the Town cannot sustainably fund.

5. Areas of Agreement

- Waterfront catalyst: The Waterfront should connect recreation, history, ecology, public access, learning, and economic development.
- Resident-serving amenities: The plans should increase restaurants, daily destinations, entertainment, youth activities, jobs, recreation, and gathering places.
- Walkability and safety: Sidewalks, crossings, lighting, pedestrian comfort, accessibility, and district connections should be treated as core infrastructure.
- Identity and history: Dumfries should modernize without losing its history, authenticity, environmental identity, and small-town character.
- Implementation discipline: Recommendations should include phasing, funding, staffing, procurement, maintenance, partnerships, and measurable near-term actions.

6. Decision Points and Areas of Tension

- Destination versus local needs: How prominently should visitor attraction shape priorities relative to the daily needs of current residents?
- Waterfront scale: Should the Waterfront pursue a major regional destination model, an incremental small-town model, or a phased hybrid approach?
- Housing versus commercial activity: How much housing is needed to support activity, and how should it be balanced with retail, jobs, civic uses, and community space?
- Growth versus operational capacity: Can staffing, procurement, capital delivery, maintenance, and operating systems support the proposed pace and scale of investment?
- Public benefit versus private value: How will development impacts be measured, mitigated, and translated into enforceable community benefits?
- Parking strategy: What combination of surface, structured, shared, satellite, accessible, and phased parking best supports the districts without undermining walkability?
- Route 1 timing and design: Which Gateway actions can proceed independently, and which depend on future roadway decisions?

Implementation Tests

- Resident benefit and accessibility
- Affordability and support for existing residents and businesses
- Mobility, walkability, parking, and safe crossings
- Dumfries identity, history, and authenticity
- Market feasibility and catalytic value
- Staffing, procurement, funding, operations, and maintenance capacity
- Environmental resilience, stormwater, utilities, and long-term sustainability
- Clear public benefits and measurable implementation outcomes

Potential Sequencing

- Near-term catalysts: Advance visible, manageable actions that improve public access, safety, programming, identity, and confidence.
- Enabling actions: Resolve infrastructure, land-use, parking, funding, procurement, partnership, market, and developer-expectation issues needed for larger projects.
- Longer-term investments: Pursue major Waterfront, mixed-use, structured parking, and district-scale projects only with defined funding, delivery, maintenance, and community-benefit strategies.

Dumfries Small Area Plans Interdepartmental Stakeholder Meeting Summary

Meeting date: August 3, 2026 | Focus: Main Street Commons, Dumfries Gateway, and the Waterfront

Executive Summary

Town staff expressed strong support for the Small Area Plans as practical tools to guide development, capital programming, departmental work, and public communication—not as plans that sit on a shelf. Participants consistently prioritized safety, walkability, connectivity, and the needs of current residents, while also supporting Dumfries' evolution into a more vibrant and welcoming destination. The central implementation message was clear: recommendations must be phased, realistic, fiscally grounded, and paired with defined steps, staffing needs, maintenance obligations, and accountable departmental roles.

The Waterfront was viewed as the Town's most transformative opportunity, but also its most complex and longest-term undertaking because of environmental uncertainty, remediation costs, infrastructure needs, private-property considerations, and staff capacity.

Main Street Commons and Dumfries Gateway may offer earlier or more incremental progress, although Main Street implementation will be influenced by the Route 1 widening schedule and Gateway redevelopment will depend heavily on private investment. Across all three areas, staff favored a smaller number of high-value recommendations with clear implementation pathways over a long list of unfunded or unstaffed ideas.

Overall Insights from the Mentimeter Results

The Mentimeter results reveal a shared view of Dumfries as a community already in motion and poised for continued change. Participants described the Town today as growing, busy, exciting, rising, building, and visionary. Their desired future added a clearer place-based and resident-focused ambition: a walkable, vibrant, bustling, welcoming destination that also remains a strong community and a home. Taken together, the responses suggest that staff do not see growth and community identity as competing goals by default; they want growth to produce a more connected and active Town without weakening the experience of the people who already live there.

The results also clarify how staff expect the Small Area Plans to be used. Participants referred to the plans as guardrails, guiding principles, talking points, and a source of direction for departmental initiatives, programs, and projects. This indicates an expectation that the plans will shape routine decisions, development conversations, capital programming, and communications—not simply establish a long-range vision. To meet that expectation, the plans will need recommendations that are specific enough to guide action while remaining adaptable to changing conditions, leadership direction, funding, and implementation capacity.

In the 100-point prioritization exercise, improving safety, access, and connectivity emerged as the strongest priority, followed by addressing the needs of current residents. Creating neighborhood destinations, attracting essential services and businesses, and serving visitors

occupied a secondary tier. Because the transcript records the relative ranking rather than the final numerical allocation—and notes that six of nine participants had responded during the exercise—these findings should be treated as directional rather than a complete quantitative vote. Even so, the pattern is consistent with the broader discussion: destination development has support, but staff believe early Town attention and resources should first produce tangible resident benefits.

- **Lead with resident-serving outcomes:** Evaluate recommendations first by whether they improve day-to-day safety, access, walkability, bicycle travel, ADA accessibility, and connections to community destinations.
- **Use destination investments to reinforce community needs:** Visitor attractions, redevelopment, and new businesses should also strengthen local services, public spaces, recreation, and mobility.
- **Treat implementation as part of the plan:** Each major recommendation should identify the responsible department, partners, funding approach, staffing and maintenance implications, dependencies, and realistic timeline.
- **Protect the Town's identity while accommodating growth:** The desired future combines vibrancy and visitation with a welcoming, connected, home-oriented community.
- **Measure early progress visibly:** Near-term safety and connectivity improvements can demonstrate that the plans are active decision-making tools while larger redevelopment initiatives advance over longer timeframes.

Major Discussion Points

- **Plan purpose and priorities:** Staff described the plans as guardrails, guiding principles, talking points, and a basis for departmental initiatives. Mentimeter feedback placed safety, access, connectivity, and current-resident needs above visitor-serving or destination-oriented objectives.
- **Land use and development review:** Infrastructure costs, landowner coordination, outdated or unclear code provisions, unfamiliar construction methods, parking requirements, stormwater needs, utility undergrounding, wayfinding, and the Town's ability to process innovative proposals were identified as recurring development challenges.
- **Developer expectations and incentives:** Participants supported clearer guidance describing what Dumfries expects from development—parking, recreation, connectivity, safety, infrastructure, and community benefits—paired where feasible with incentives, expedited processes, or other tools that make desired redevelopment more achievable.
- **Public safety and emergency access:** Crossings of Route 1, fast-moving traffic, narrow or dark neighborhood streets, insufficient pedestrian separation, lighting, emergency access, and additional police staffing were major concerns. Growth should be evaluated not only for traffic but also for police, emergency response, and other service impacts.
- **Mobility, trails, and accessibility:** Participants strongly supported expanded sidewalks, trails, bicycle facilities, safe crossings, lighting, and ADA-accessible connections. Current gaps force some residents into the street and limit access between Williamstown, parks, Town Hall, events, and other destinations.
- **Parking:** Parking is a development-review issue, a public-infrastructure issue, and an event-access issue. Existing events rely on satellite and informal parking; distance

from parking is a recurring concern, particularly for people with mobility limitations. Centralized, accessible parking was viewed as a significant benefit.

- **Fiscal capacity and project delivery:** Recommendations must reflect the Town's debt capacity, capital budget, revenue-generating potential, grant opportunities, private investment, and operating costs. Staff emphasized that new infrastructure creates recurring expenses for lighting, landscaping, streets, stormwater, cleaning, equipment, inspections, and maintenance.
- **Staffing and procurement:** The Town already has roughly 29–30 capital projects and limited staffing, including one dedicated procurement staff member and limited communications and IT capacity. The Waterfront alone could function as multiple capital projects. Outside program management, architecture/engineering, and project-delivery support may be necessary.
- **Public communication:** Messaging should be proactive, brief, consistent, candid, and audience-specific. Residents and businesses want to know why a project is needed, what benefits it provides, how traffic and taxes may be affected, how long disruption will last, and how access will be maintained during construction.
- **Recreation and public space:** Parks, concerts, movies, Juneteenth, youth activities, the future community center, and after-hours programming are valued. Future spaces should integrate lighting, visibility, safe access, parking, staffing, and ADA features.
- **Phasing:** Short-, mid-, and long-range horizons of approximately three years, five years, and ten years or more were endorsed. Route 1 widening, currently anticipated to extend to at least 2031, is a key dependency for Main Street. The Gateway will require substantial private investment, while the Waterfront is likely the longest-term public-private initiative.

Points of Agreement

- Safety, walkability, bicycle access, and connectivity should be core priorities across all three small areas.
- The plans must serve existing residents while also supporting visitation, economic activity, and a stronger destination identity.
- Implementation recommendations should include costs, staffing, maintenance, community impacts, dependencies, timelines, responsible parties, and potential funding sources.
- Quality and implement ability are more important than the sheer number of recommendations.
- Development should contribute to infrastructure and community needs, with a clearer nexus between impacts and negotiated community benefits where legally permissible.
- Public communication must begin before disruption occurs and should acknowledge both benefits and unavoidable impacts.
- Town leadership will set final priorities, but staff capacity must be explicitly documented so expectations remain realistic.
- Quick wins should proceed where possible while larger projects undergo study, environmental review, funding development, and partnership building.

Points of Tension and Trade-Offs

Tension	Implication for the Plans
Destination growth vs. resident quality of life	More visitors and activity may increase revenues and amenities but also add traffic, parking demand, noise, public-safety calls, and service costs.
Flexible development standards vs. public protection	Innovation and reduced requirements may attract investment, but exceptions—especially for parking and access—could transfer impacts to streets and neighborhoods.
Ambitious vision vs. staff and fiscal capacity	Three concurrent plans could overwhelm procurement, project management, communications, public works, finance, police, and maintenance functions unless implementation is sequenced and resourced.
Public investment vs. private responsibility	The Town must determine which enabling infrastructure it will fund and which elements should be delivered by developers, utilities, VDOT, grants, or public-private partnerships.
Waterfront opportunity vs. uncertainty	The Waterfront offers the strongest place-making potential but faces remediation, environmental, drainage, infrastructure, and financing risks.
Parking supply vs. walkability and urban form	Adequate and accessible parking is needed, but excessive parking could undermine compact, people-oriented development and burden project feasibility.
Public gathering and youth activity vs. operations and safety	More active and after-hours spaces require lighting, staffing, policing, maintenance, emergency access, and clear operating plans.
Speed of implementation vs. construction disruption	Residents and businesses want visible progress, but phasing must protect access, reduce disruption, and align with Route 1 and other external schedules.

How Departmental Roles Will Evolve Through Small Area Plan Implementation

Mentimeter context for departmental roles. Participants described Dumfries today as *growing, busy, exciting, rising, building,* and *visionary*, while the desired future was characterized as *walkable, vibrant, bustling, welcoming, a destination,* and a *strong community and home*. They expected the Small Area Plans to function as guardrails, guiding principles, talking points, and practical direction for departmental initiatives, programs, and projects—not as stand-alone documents. In the 100-point prioritization exercise, improving safety, access, and connectivity emerged as the leading priority, followed by addressing the needs of current residents. Creating neighborhood destinations, attracting essential services and businesses, and serving visitors remained important but were secondary. Accordingly, departmental roles should evolve first around resident-serving safety and connectivity outcomes, with destination development advanced in ways that reinforce community needs.

Department/Function	Role Reflected in the Discussion	How Responsibilities Will Grow or Shift During Implementation
Town Manager and Town Council	Provide policy direction, establish priorities, and determine the sequence in which the three small areas advance.	Move from broad vision-setting to recurring portfolio governance: decide which initiatives proceed, reconcile expectations with staff and fiscal capacity, define the Town's appetite for public investment and partnership, and revisit priorities as Route 1, private development, environmental findings, and funding conditions change.
Planning, Community Development, and Economic Development	Guide land use, zoning, development review, redevelopment discussions, community benefits, incentives, and coordination with property owners and developers.	Shift from primarily reviewing proposals to actively shaping and enabling implementation. This will include translating each plan into code and ordinance updates, developer guidance, clear parking and connectivity expectations, coordinated landowner strategies, incentive packages, public-benefit negotiations, and a more direct connection between development impacts and proffers or other mitigation. Staff will also need to process unfamiliar development concepts without creating avoidable delays.
Public Works and Engineering	Identify infrastructure, stormwater, utility, drainage, remediation,	Expand from technical review and existing CIP delivery into management of a substantially larger capital and operational portfolio. The Waterfront could

Department/Function	Role Reflected in the Discussion	How Responsibilities Will Grow or Shift During Implementation
	street, trail, lighting, crossing, emergency-access, and maintenance constraints.	function as multiple separate CIP projects. Responsibilities will increasingly include enabling studies, utility and agency coordination, project phasing, design and construction oversight, asset acceptance, inspections, life-cycle costing, and long-term maintenance of new streetscape, lighting, landscaping, hardscape, drainage, trails, and public spaces.
Finance	Assess fiscal capacity, debt capacity, capital affordability, revenue generation, borrowing, grants, and operating impacts.	Become an earlier and continuing partner in project definition rather than reviewing costs only after recommendations are formed. Finance will need to develop multi-year funding strategies, test development and service impacts, distinguish capital costs from recurring obligations, evaluate revenue and debt implications, support grant and partnership decisions, and help leadership determine what the Town can fund, borrow, phase, or assign to private delivery.
Procurement	Procure professional services, construction, and outside support for an already substantial Town project workload.	Face a significant increase in procurement volume and complexity as plan recommendations enter design and delivery. With one dedicated procurement staff member identified in the discussion, the function will need earlier visibility into the implementation pipeline, deliberate procurement sequencing, standardized or on-call contracting approaches where appropriate, and additional internal or consultant capacity to avoid procurement becoming a critical-path constraint.
Police and Public Safety	Respond to existing safety concerns and advise on crossings, lighting, public-space design, emergency access, and staffing.	Shift toward growth forecasting and prevention-oriented planning. Police and public-safety representatives will need to assess service demand from new residents, visitors, events, and after-hours activity; inform development and fiscal-impact reviews; define staffing and facility implications; coordinate fire and emergency-access standards; and help embed safe design, visibility, lighting, and pedestrian protection into projects before construction.
Communications/Public Information	Explain Town initiatives and respond to questions about benefits, traffic, taxes, access, disruption, and schedules.	Expand from periodic project messaging to a continuous implementation communications program. Responsibilities will include early notice, audience-specific messages, construction and business-access updates, candid explanation of trade-offs, coordination of consistent information across departments and partners, and sustained two-way engagement so the Town can keep a pulse on resident and business concerns as conditions change.
Recreation, Parks, and Community Engagement	Operate events and recreation programs and identify needs for parks, trails, youth activities, community-center uses, accessibility, and parking.	Move into a stronger role in facility and public-realm planning, activation, and operations. As new parks, trails, plazas, waterfront spaces, and after-hours programs are created, responsibilities will grow to include programming plans, event logistics, centralized and accessible parking strategies, ADA improvements, staffing, security coordination, reservations, maintenance expectations, performance monitoring, and ongoing community feedback on which amenities are being used.
IT and Administrative Support	Support websites, information sharing, public notices, digital engagement, and	Absorb a larger implementation-reporting and engagement workload, including project webpages, digital notices, mapping and information updates, public-facing materials, document management, and

Department/Function	Role Reflected in the Discussion	How Responsibilities Will Grow or Shift During Implementation
	routine administrative functions.	coordination across simultaneous projects. The discussion indicates that limited IT and administrative capacity could become a delivery constraint unless workload is prioritized, standardized, or supplemented.
Cross-Departmental Program Management	Coordination currently occurs through leadership, departmental staff, CIP processes, and individual project teams.	Become a formal and sustained need. Because recommendations cut across land use, infrastructure, finance, procurement, safety, communications, recreation, and maintenance, the Town will need a shared implementation framework with assigned leads, decision points, dependencies, schedules, costs, staffing assumptions, and escalation procedures. A dedicated internal lead or outside program-management team may be needed, particularly for the Waterfront.
Consultant Planning and Delivery Support	Translate meeting feedback into focused, phased, and actionable Small Area Plan recommendations.	Shift from plan preparation to targeted implementation support where authorized. Potential roles include preparing step-by-step action plans, enabling studies, code and policy recommendations, grant support, development guidance, cost and impact analysis, design and engineering, procurement support, program management, and periodic updates that allow the Town to adjust implementation to staffing, funding, and market realities.

Implementation Priorities Emerging from the Discussion

1. **Establish a shared implementation framework:** For each recommendation, identify the lead department, partners, prerequisite decisions, cost range, funding strategy, staffing demand, maintenance obligation, community impact, and short-, mid-, or long-term horizon.
2. **Advance near-term safety and connectivity improvements:** Prioritize visible pedestrian, bicycle, crossing, lighting, wayfinding, ADA, and trail improvements that can build momentum before major redevelopment occurs.
3. **Complete enabling studies:** Advance environmental, remediation, drainage, infrastructure, fiscal-impact, public-safety, parking, and market analyses needed to reduce uncertainty—especially at the Waterfront.
4. **Strengthen development tools:** Review zoning, parking, emergency-access standards, incentives, proffer practices, and developer guidance so desired outcomes and public benefits are clearer at the outset.
5. **Build delivery capacity:** Assess staffing and consultant support needed for procurement, program management, engineering, communications, inspections, grants, and long-term operations.
6. **Coordinate phasing with external schedules:** Tie Main Street implementation to Route 1 milestones, pursue Gateway partnerships with property owners, and treat the Waterfront as a long-range public-private program with interim actions.
7. **Maintain continuous public communication:** Explain benefits and trade-offs honestly, provide early notice of construction and access changes, and sustain feedback through charrettes, council meetings, targeted outreach, and implementation updates.

SWOT Analysis

Strengths	Weaknesses
• Strong staff enthusiasm for Dumfries' growth and vision. • Clear leadership emphasis on walkability, connectivity, and community. • Existing community assets, events, parks, and an engaged resident base. • Three distinct areas with complementary identities rather than directly competing roles. • Existing CIP activity and willingness to seek grants, partnerships, and outside expertise. • Staff culture focused on problem solving and delivery. • Route 1 investment can catalyze safer multimodal connections and redevelopment.	• Limited staffing across procurement, communications, IT, project management, police, public works, and maintenance. • Large existing CIP workload and limited capacity for simultaneous major initiatives. • Infrastructure gaps, unsafe or uncomfortable pedestrian conditions, and fragmented trails. • Persistent parking and ADA-access concerns at events and destinations. • Uncertainty in code, development standards, emergency-access requirements, and the impact-to-benefit nexus for proffers. • Limited baseline information on fiscal, service, environmental, and operating impacts of growth. • High costs for utility undergrounding, remediation, drainage, and long-term maintenance.
Opportunities	**Threats**
• Create a uniquely Dumfries waterfront destination anchored in nature, history, and public space. • Use Main Street Commons to reinforce the civic and cultural heart of Town. • Reposition the Gateway as a welcoming mixed-use entrance and connect it more directly to Main Street. • Expand trails, sidewalks, bicycle facilities, safe crossings, lighting, and ADA access. • Develop clear developer guidance, incentives, fiscal-impact expectations, and public-benefit strategies. • Leverage grants, VDOT investment, private development, utility coordination, and public-private partnerships. • Use phased quick wins to build public confidence while preparing larger projects. • Expand youth, after-hours, recreation, and community-center programming.	• Environmental findings, remediation, or stormwater conditions may limit Waterfront feasibility or increase costs. • Route 1 construction and other dependencies may delay implementation and disrupt businesses and residents. • Private property ownership and unwilling landowners may constrain connectivity and Gateway redevelopment. • Escalating capital and operating costs could outpace Town revenues or debt capacity. • Unrealistic expectations or too many recommendations could overwhelm staff and undermine confidence. • Growth could worsen traffic, parking, public-safety calls, service demand, and maintenance burdens before revenues materialize. • Inconsistent or late communication could fuel misconceptions and opposition. • Developer community benefits may not fully mitigate project impacts unless expectations and legal nexus are carefully structured.

TOWN OF DUMFRIES
Small Area Plans

DUMFRIES SMALL AREA PLANS

PREVIOUS PLAN / STUDY REVIEW SNAPSHOT

Our small area plans will advance three planned mixed-use hub areas envisioned in the Destination Dumfries 2044 Comprehensive Plan: Main Street Commons, Dumfries Gateway, and The Waterfront. To understand documented goals and recommendations as they relate to the mixed-use hubs, we have reviewed previous plans and studies conducted for and by the Town of Dumfries. These documents serve as foundation, background, guidance, and structuring policy for our work. The matrix below provides a snapshot of our findings. More robust analysis is available in an accompanying document.

			Relevant Area(s)		
Plan / Study Name	Year	Description	Main Street Commons	Dumfries Gateway	The Waterfront
Destination Dumfries 2044	2026	Town of Dumfries Comprehensive Plan establishes a townwide vision. It includes specific recommendations for each of the mixed-use hubs, and sets guidelines for what the Small Area Plans for each of our study areas should accomplish.	X	X	X
Envisioning Dumfries Area-Wide Plan	2026	Area-Wide Plan to accompany the Dumfries Waterfront brownfields / environmental effort	X		X
Williamstown Drive Complete Streets Draft Report	2024	A Complete Streets study conducted for Williamstown Drive, a collector road off of Fraley Boulevard that is in the vicinity of all three of our small area plan study areas.	X	X	X
Town of Dumfries MS4 Program Plan	2023	Dumfries's plan to ensure construction and redevelopment projects comply with control measures related to the municipal separate storm sewer system.	X	X	X
Waterfront Area Technical Assistance Panel Report	2022	A study that is part of the effort to lay groundwork for mixed-use development in the Waterfront District.			X
2020 Town of Dumfries Comprehensive Plan Update	2020	An update to the 2014 Town of Dumfries Comprehensive Plan. Key update areas include a Main Street Small Area Plan.	X	X	X
Main Street Small Area Plan	2020	A Small Area Plan developed for Main Street. This plan encompasses the areas we refer to as Main Street Commons and Dumfries Gateway.	X	X	
Planned Main Street District Pattern Book	2020	An urban design guide accompanying the Main Street Small Area Plan to help prospective developers visualize possible re/developments of Main Street parcels in line with updated zoning ordinances and conversion of Main Street into a Complete Street.	X	X	
Code of Virginia Title 15.2-2306.1	2017	State code section pertaining to the creation of working waterfront development areas.			X

Possum Point Coal Ash Ponds VPDES Permit	2012	A Virginia Pollutant Discharge Elimination System Permit, addressing discharge resulting from the Possum Point Power Station's Coal Ash Ponds.			X
Quantico Creek Watershed Assessment	2011	A report presenting the findings of a rapid watershed assessment for the Quantico Creek Watershed, providing strategies to protect it, including recommendations for capital improvement projects within the Watershed.	X	X	X

KEY TAKEAWAYS

- Since 2020, the **planning efforts in Dumfries have set a planning foundation and consistent vision** for leveraging the creation of mixed-use hubs and accompanying multimodal networks (particularly, strengthened pedestrian networks) to strengthen Dumfries as a regional destination that is highly walkable for residents and visitors alike.
- The Main Street Commons area and Waterfront areas are locations with Dumfries that have received robust planning attention recently: existing documents already encompass many of the components of typical Small Area Plans. **Our efforts will synthesize and focus these previous efforts into plans that are updated for current conditions and further advance Dumfries's vision for these areas.**
- The largest transportation infrastructure project in Dumfries in recent years is **the Route 1 (Fraley Boulevard) Road Widening Project**. It **is highly significant towards all planning efforts in Dumfries** for several reasons:
    - Route 1 - Fraley Boulevard runs through the center of the town, serving as one of the primary connectors between the town and the surrounding region.
    - Part of the road widening includes a sidewalk and shared-use path along its right-of-way, creating pedestrian and bicyclist facilities where currently there are none, crucially, across the heart of the town.
    - Its expansion from 2 vehicle travel lanes (one direction of traffic) with a design speed of 35mph to become a street with 6 vehicle travel lanes (two directions of traffic) with a design speed of 45mph is designed to move more vehicles *through* the town, rather than *to* the town. To facilitate through-traffic, it also aims to limit the number of intersections and turnouts to adjacent parcels. **Without careful planning, this project could exacerbate the physical and psychological barrier it poses to connections between the east and west sides of town.**
    - Converting this road from one direction of travel to two directions of travel frees up what is currently Route 1 (Main Street) to become a Complete Street under local jurisdiction. **The town's planning vision around pedestrian and bicycle connectivity to and within mixed-use hubs in the Main Street Commons and Dumfries Gateway areas hinges upon the conversion of Main Street to act as a primary multimodal branch in the area,** complemented by connections to the townwide multimodal spine resulting from the Route 1 Road Widening project.
    - Considerable attention should be directed towards strategies that ameliorate the east-west divide created by Fraley Boulevard that will be exacerbated by the road widening, especially for pedestrian and bicycle networks.
- **Dumfries has plans that support the strengthening of multimodal networks surrounding Fraley Boulevard.** These include the recent Williamstown Drive Complete Streets Draft Report (2024) and Envisioning Dumfries Area-Wide Plan (2026).
    - Williamstown Drive Complete Streets Draft Report—provides short- and long-term recommendations for strengthening neighborhood multimodal networks and provides a framework that can be replicated on other streets in Dumfries.
    - Envisioning Dumfries Area-Wide Plan—highlights the Graham Park Corridor as the location for a town community center. Crucially, the proposed location for the community center is across Fraley Boulevard from Main Street Commons, increasing the importance of a safe east-west pedestrian/bicyclist connection.

- **Considerable energy in Dumfries recently has been directed towards the Waterfront area**, including within the Envisioning Dumfries Area-Wide Plan. However, development in this area is highly constrained by environmental conditions and considerations, as well as pending environmental / brownfields assessments. Clarifying and affirming the vision for this area by gauging town leadership's and the community's expectations will be an important part of the Waterfront Small Area Plan.

Summary by Mixed-Use Hubs

Main Street Commons

Shared Vision

- Civic and historic heart of Dumfries
- Envisioned as a true downtown destination
- Walkable streets, local businesses, restaurants, housing, and public gathering spaces

Primary Priorities by Councilmember

- **Mayor Wood:** Main Street Commons as a place that reinforces Dumfries' identity
- **Vice Mayor Nickerson:** Concern that Main Street has drifted away from original vision
- **Councilman Peet:** Walkable downtown with restaurants, retail, and evening activities
- **Councilwoman Peterson:** More contemporary and attractive appearance with plenty of housing (particularly multifamily)
- **Councilman Fields:** Maintaining small-town feel in Main Street Commons and throughout the rest of town
- **Chair Pro Tem Miles:** Envisions something similar to Old Town Manassas or downtown Leesburg.
- **Councilman Young:** Wants Main Street to feel vibrant and active, like Old Town Alexandria, Manassas, or Mosaic.

Dumfries Gateway

Shared Vision

- Dumfries' "front door"
- More attractive, walkable, and commercially active
- Providing better connections to nearby neighborhoods

Primary Priorities by Councilmember

- **Mayor Wood:** The Gateway as part of the whole, to be coordinated with a variety of destination areas around Town
- **Vice Mayor Nickerson:** Sees the area as important for addressing the town's retail and food-service gaps
- **Councilman Peet:** Prioritized walkability, lighting, safety, sidewalks, and accessibility (Town Square residents currently lack these amenities)
- **Councilwoman Peterson:** Wants memorable places, attractive streetscapes, and opportunities for visitors to stop and spend time
- **Councilman Fields:** Focused on transportation improvements (particularly Route 1 infrastructure) and how it will impact future development
- **Chair Pro Tem Miles:** Gateway should communicate local history and identity as people arrive into Dumfries
- **Councilman Young:** Strong visual identity/gateways/signage/placemaking to mark visitors' arrival into Dumfries

Waterfront

Shared Vision

- The Town's most compelling feature and transformative opportunity
- Capable of attracting investment, recreation, economic activity, and tourism

Primary Priorities by Councilmember

- **Mayor Wood:** Destination-town vision that centers on the Waterfront, including a key architectural feature like a lighthouse or wheel (e.g., National Harbor)
- **Vice Mayor Nickerson:** Waterfront as the Town's regional draw with potential for commercial activation, recreation, paddle boats, and visitor-oriented uses
- **Councilman Peet:** Boardwalk atmosphere with family-oriented activities, fishing/recreation, and restaurants (e.g., Old Town Alexandria and National Harbor)
- **Councilwoman Peterson:** Scenic, memorable, and multi-generational, with activities for older adults and youth
- **Councilman Fields:** Strong advocacy for simplicity and maintaining small-town character with reasonable residential development, a restaurant, and public access (opposed to over-building the area)
- **Chair Pro Tem Miles:** Focus on ecotourism, educational/environmental research partnerships and providing access not historically available to Dumfries residents
- **Councilman Young:** Educational programming (particularly around local history), recreation (kayaking/paddle boats), and tourism

Areas of Overlap/Tension

Overlapping Priorities	Priorities Experiencing Tension
Destination Dumfries All Councilmembers reinforced the desire for Dumfries to become a place people intentionally visit rather than drive through	**Housing vs. Commercial Development** Some Councilmembers see housing growth as a catalyst for positive change while others expressed concern that residential growth was outpacing commercial activity
Walkability Walkability, sidewalks, gathering spaces, and safe pedestrian environments were present in all conversations	**Waterfront Scale** Some Councilmembers embrace ambitious Waterfront concepts that cater to visitors while others urge simplicity and maintaining Dumfries' small-town feel, with Waterfront amenities that cater primarily to residents
More Restaurants and Retail Broad consensus that residents currently leave town for dining, shopping, and entertainment	**Historic Identity vs. Modern Transformation** Some Councilmembers emphasize the Town's history and heritage while others value creating a fresh, contemporary image to attract a younger cohort of residents and visitors
Waterfront as the Signature Asset All Councilmembers see the Waterfront as the Town's most significant long-term opportunity, citing the Town's investment in the area	**Parking Strategy** Some Councilmembers see a lack of parking as a major issue and support structured parking while others prefer a phased approach that initially focuses on surface parking
Community Identity Even those advocating for significant growth sought to maintain and celebrate Dumfries' history and identity	

Overall Takeaways

There was generally alignment around the broader vision for Dumfries:

- Become a destination town rather than a pass-through community
- Create places where residents can live, walk, shop, dine, and spend time locally
- Preserve Dumfries' small-town identity and history
- Use the waterfront as a transformational opportunity
- Improve walkability, connectivity, and infrastructure
- Attract businesses and amenities that residents currently leave town to access

Summary of Each Conversation

Mayor Wood |June 10, 2026

Driven by creating an identity with some form of distinguishing landmarks, vibrant waterfront, showcase of historical impacts, and making each hub unique and vibrant through signage and historic orientation/placemaking. Believes it's very important to grow and modernize but not at the expense of overshadowing the town's historical significance, core values, or heritage. The priority is to bring in as many tourists as possible to come to experience Dumfries. Residential opportunities will come along with the growth of the city and people wanting to live there.

- Wants an iconic, environmentally integrated waterfront that promotes ecotourism, celebrates Dumfries' history, and serves as a signature destination for the town.
- Highlight the historical significance of Dumfries as the oldest continuously chartered town in Virginia.
- **Essential components: "Icon, water first, history as an asset, and we want to become a national leader in the environment."**
- Ecotourism opportunities, including a marina, kayaking, boardwalks, trails, oyster reefs, live shorelines, wetlands restoration, dining, and event space.
- Would like to have some form of federal presence on the coastline (such as the Coast Guard) to help attract federal funding.
- Wants a 125–140-foot town icon in the Waterfront that serves as a major attraction, with a visitor center and gift shop at its base.
- Gateway should have character and a unique identity.
- Main Street should be a hub for restaurants, coffee shops, retail, public art, and community events.

Vice Mayor Nickerson and Councilmember Peet | June 10, 2026

Incentivized by heavy business and retailer-based renovation with a commercialized waterfront. Seeking attractions for tourism and diversified food options often open later.

- Envisions significant retail, commercial, and business growth, creating a vibrant, high-intensity destination ("mini-LA") with expanded economic activity.
- Waterfront should serve as a signature attraction with recreational and tourism-oriented amenities such as paddleboarding, fishing, boardwalks, and other destination features.
- Support vertical growth and redevelopment through upward expansion and strategically located parking garages, potentially with one garage in each district.
- Improve safe walkability and pedestrian connectivity throughout town, particularly across Route 1.

Councilmember Peterson and Councilmember Fields | June 11, 2026

Wants to expand the number of residential sites with a modern look that entices people and businesses to come to Dumfries. Seeking a walkable, scenic, visually appealing city to stimulate growth.

- Encourage new housing development with a modern, revitalized character that helps refresh Dumfries' identity and appearance.
- Support population growth as a catalyst for attracting retailers, services, and additional commercial investment.
- Create a walkable, community-focused town with safer pedestrian connections, including improved Route 1 crossings, expanded sidewalks, and trail networks.
- Expand community amenities such as recreation centers, trails, and public spaces, including potential creekside recreational opportunities.
- Provide residents with convenient access to everyday goods and services so they can meet daily needs within Dumfries rather than traveling elsewhere.

Chair Pro Tem Miles and Councilmember Young | June 18, 2026

A common theme mentioned was the similarities to Pigeon Forge, Old Town Alexandria, and the Mozaic District. Voiced frustration with having to leave Dumfries to go shopping. Their goals include better access to Main Street with more parking availability and a walkable Main Street. Heavy emphasis on building up the Waterfront in a commercial way with paddle boats, kayaking, places to relax and get their feet wet. Maybe even implement a ferry or water taxi. They're seeking visible improvement and the opportunity to show the history of Dumfries and how much they've grown.

- Love the quiet community centered feel but want a place with shops and food that doesn't require leaving the city.
- Buildup the waterfront for ecotourism opportunity (Sky is the limit for the waterfront. Do not limit aspirations)
- Walkable main street with more parking
- Recreational opportunities that get people active. Activities that get people active, including kids (i.e. arcade, roller skating rink, bowling alley, etc.)
- Looking to showcase the town's history and be able to reference where they once were to how they've progressed following the plan
- Want a progressive, continuous sustainable plan where clear growth can be seen.
- Walkable main street with 3-4 stories of apartments located on top of retailers.
- Councilmember Young focuses on an emphasis in showing history and the Town's progression over time. "We were once here, now we're here"
- Sky is the limit for the waterfront. Possible ferry or water taxi.
- Paddle boats, kayaking, a place to relax and take a dip in the water
- Possibility of showcasing more history with bringing in a historic ship

Total Number of Responses in Dataset 55

Q: Dumfries needs more…

Places To/For ↓ / Priority Rating(1-10) →	1	2	3	4	5	6	7	8	9	10	Count	Weighted Total	Count Rank	Weighted Rank	Median Score	Mode Score
Places to eat (restaurants, dining, fast-casual, fast food)	**24**	6	8	6	4	3	1	1	0	1	**54**	**44.12**	**1**	**1**	**2.72**	**1.00**
Places to live (housing)	1	4	1	2	3	2	4	**7**	**7**	3	**34**	**14.66**	**9**	**9**	**6.59**	**8.50**
Places to buy groceries	10	**12**	4	5	1	3	3	4	1	2	**45**	**31.44**	**5**	**4**	**3.80**	**2.00**
Places to shop (local retail)	5	**13**	10	5	8	5	5	0	0	0	**51**	**35.5**	**3**	**3**	**3.65**	**2.00**
Places for indoor recreation and entertainment	9	5	**10**	11	4	6	5	2	0	0	**52**	**35.8**	**2**	**2**	**3.85**	**3.00**
Places for outdoor recreation and entertainment	5	**10**	5	8	6	2	7	1	2	0	**46**	**29.44**	**4**	**5**	**4.11**	**2.00**
Places to gather / hang out (outdoors)	3	**7**	6	6	7	5	0	1	5	1	**41**	**26.1**	**7**	**6**	**4.56**	**2.00**
Places to gather / hang out (indoors)	2	2	7	5	6	**9**	4	5	1	1	**42**	**23.7**	**6**	**7**	**5.19**	**6.00**
Places to park (garages and/or lots)	0	1	1	2	3	1	1	1	7	**16**	**33**	**8.52**	**10**	**10**	**8.24**	**10.00**
Places to accesss daily services (healthcare, daycare, municipal services)	2	0	4	4	4	3	3	**7**	5	4	**36**	**15.82**	**8**	**8**	**6.39**	**8.00**
Count	**61**	**60**	**56**	**54**	**46**	**39**	**33**	**29**	**28**	**28**						

Maximum possible score is 55.
Weighting scheme is simple. Assumes linear importance relationship. Rank 1 gets full score. Rank 2 gets 90% of a point, Rank 3 80%, etc. Rank 10 will get 0.1% of a point.

Swapped Places w Places for Outdoor Recreation & Entertainment

Swapped Places w Places to Buy Groceries

Swapped Places with Indoor Gathering

Swapped Places with Outdoor Gathering

Q2: What is one experience or activity that you can't do in Dumfries today that you would love to do here in the future?

Response	Response ID
With the closure of Tims, it would be nice to have an informal outdoor music venue	33056
Walk to get coffee at a locally owned shop.	32964
Outdoor dining	32907
Riverside activities, like canoeing, swimming, fishing.	
Trails (Bicycling, walking, jogging)	32892
Bars/restaurants	32879
Bowling	32838
I would love to have more of a green space like a park with a playground for the kids to gather.	32834
I would like a free outdoor cycling and roller skating arena where residents can come by and "rent" equipment and safety gear while using the facility. A similar model exists in the Emera Oval in Halifax, Nova Scotia Canada. Perhaps the town of Dumfries rep can reach and and make inquiries on how the model works.	32830
Accessible walks along water or away from vehicle traffic. Something like a trail or boardwalk.	32808
Less crime and people driving crazy due to lack of consequences, more coffee shops, construction happening faster — it takes too long for businesses to open up. A work office space/recreation center, dining at more restaurant options. I think the less crime would invite other residents to come out more to town events and participate, right now only certain demographics tend to hang out in the town. Let's get the older shopping centers renovated or cleaned up. Let's see what we can do to help the homeless on Graham Park Road.	32799
Trader Joe's, Cava, Chipotle, nice sit down restaurant	32789

I am the president of Historic Dumfries Virginia, Inc. We operate the Weems-Botts Museum and manage Merchant Park. Many times when giving a tour of Historic Dumfries visitors ask where they can get a meal. I have to send them out of the Town of Dumfries because there aren't any eating options in the town.	32784
We need more sidewalks/bike lanes. So many people don't have access to vehicles	32780
Stroll around a "downtown"	32768
Walk around town safely and enjoy merchant park	32765
Safe bike and walking routes through town.	32698
I'd like to have a lively town center where I can meet friends for dinner, listen to live music, and spend the evening without leaving Dumfries.	32597
Perhaps a small version of a theatre to draw live performances. Indoors and/or out.	
Local theater groups that have moved to hylton center have outpriced most families abilities to attend.	32565
indoor / outdoor Recreation	31425
Shop and eat at fancy restaurants	31322
An area event for live music/food truck	
Indoor sports complex	
Water front entertainment/shopping	31048
More dining choices like the new Coopers Hawk in Stonebridge or Proof Kitchen Bar in Manassas.	31035
Good sit down restaurants, not national chains	31024
Activities - both family and adult	
This was mentioned in a previous suggestion, top golf, bowling, etc. I'd also like to see a place to walk near the water similar to Neabsco boardwalk or similar to Virginia Beaches trash mountain. It's an amazing walking space!	31014
Entertainment/recreational activities.	31012
I would like to see a brewery with entertainment, like 2 silos in Manassas.	
There isn’t a lot to do here	31004

One thing I would love to see in Dumfries in the future is a modern shopping center with a variety of stores, restaurants, and entertainment options. It would give residents more places to shop, eat, and spend time with family and friends without having to travel to other towns.	31000
Waterfront dining and shopping.	30999
A place like 2 Silos in Manassas where there is live music, family and pet friendly locally crafted brewery.	30994
Use Fairfax for ideas. Aesthetic upgrade. No more fast food or low quality restaurants. Focus on businesses keeping their property clean (Walmart and Target parking lots).	30978
I'd love for Dumfries to have a real shopping district with locally owned boutiques and a variety of retail stores—not just big-box stores like Target and Walmart. Something similar to Stonebridge or Occoquan, where you can spend an afternoon shopping, grabbing a coffee or a meal, and enjoying the area without having to drive to another town.	30977
Spend the day on a waterfront with kayaking, trails, waterfront restaurants, festivals, parks, and public gathering spaces.	30976
A waterfront walk way with cafe's, small shops.	30965
We need a gym, a life time fitness please and thank you :)	30957
Family friendly brewery!	30953
There is no fine dining. Limited options. Enough of the Fast Food. No nice gym facility like OneLife. Have to nail the waterfront development or we will continue driving North and even South to other venues.	
Where are the breakfast spots? Not talking about Cracker Barrel!	30914
Eat on a patio! Or eat at any restaurant after 9 pm. A craft store and hardware store. Lunch place is desperately needed. Have to drive to Alexandria or Fredericksburg for a skills class like sewing.	30903
A nice family park (walking trail, athletic fields, kids play area)	30902

We need an actual boardwalk/riverwalk. We are too close to the water to not have anything on it that gives people something to do and look forward to. Like smoothing at the national harbor. A little bit of everything for everybody to do, a place to hangout and possibly access the water with river boat back and forth.	30901
Shop at a Kroger/Harry Teeter, or Whole Foods. The grocery store options here are seriously lacking.	30888
I would love to spend an entire day in Dumfries without needing to leave town—starting with breakfast at a local upscale café, browsing unique shops, walking along a vibrant waterfront, enjoying lunch outdoors, visiting local attractions, attending a community event or festival, and ending the evening with fine dining and live music overlooking the water. Today, many residents leave Dumfries for these experiences. In the future, I'd like Dumfries to become a destination where people choose to stay, gather, and create lasting memories.	30741
Rock climbing	30740
Beach activities with a pier, ferris wheel, waterfront bars and dining, concerts, local theater (not cinema), bus tours.	30733
Walk along the Potomac River	30377
Go out for a meal in an area with a good variety of restaurants and retail. Such as The Stonebridge.	33855
I would love to see Dumfries develop a vibrant entertainment and dining district for both families and adults. Right now, there are very few activities for teenagers, quality date-night options, upscale restaurants, bars, breweries, wineries, or high-end retail stores. Attractions such as Topgolf, a movie theater, family entertainment venues, and waterfront dining would give residents something enjoyable to do without having to drive to Springfield, Manassas, or other nearby areas. Dumfries needs a destination where families, teenagers, couples, and single adults can socialize, shop, dine, and enjoy the community	33488

Shop! Kohl's, HomeGoods, Hobby Lobby, Party City, Tractor Supply, Home Depot, Lowes, Wegmans, Giant, Safeway, Innova facilities, Variety of churches, Burtons, Long Horn Steakhouse. Dumfries residents have to drive on 95 or sit in traffic to do anything. All the plans look are for "destination"...what about those living in Dumfries. How about a place that people would want to live.	33469
Eat at a restaurant of a First Watch or FireBirds quality. Get a quality grocery store like Wegmans or Publix. Please reduce the amount of used tire places, laundry mats, check cashing places and used car lots. Please clean up the amount of panhandlers at every street light.	33463
Go bowling; dinner/movie theatre, skating (the rink is Stafford is an antique).	33372
Go to the movies! A movie theater would be great.	33352

Q3: When you think about Main Street Commons in the future, what three words should describe it (e.g., historic, lively, family-friendly, arts-focused)?

Response	Response ID
Family-friendly, historic, walkable	33056
Artsy, safe, walkable	32964
Walkable, Lively, Accessible	32907
Artsy, family friendly, accessible	32838
Family-friendly	32834
Family-friendly, fun, safe	32830
Historic, family friendly, accessible	32808
Historic, family-friendly, lively	32799
Historic, family friendly, honor our military (current & veteran)	32789
historical, quant, walkable	32784
Family focused, community outreach, community building	32780
Walkable, safe, unique	32768
Safe, historic, family-friendly	32765
Historic, accessible, family friendly	32698
Family-friendly, diverse, safe.	32575
Urban, walkable, festive, cohesive, intentional, fun, attractive, beautiful	31425
Historic, lively, family friendly	31322
Family-friendly, Inviting, Fun	31125
Lively, walkable, retail	31064
Family friendly, entertainment, lively	31048
Inviting, family friendly, mature adult activities, outdoor venues.	31035
Walkable, family events, historic, old school main street	31024
Historic, clean, welcoming	31014
A lively area with activities for all age groups.	31012
Lively, family friendly, community	31004
Modern, vibrant, family-friendly, welcoming, clean.	31000
Safe, family friendly, accessible	30999
Historic, family friendly, art focused	30978
Walkable, Shoppable, Charming	30977
Vibrant, Walkable, Entertaining	30976
Family-friendly, walkable, lively	30972
Family friendly	30957
Family friendly Fun	30953
Look at Old Town Manassas Main Street	30914
Food, community, local	30903
family-friendly, historic, arts-focused, lively	30902
Nightlife, social, lively	30901
No more housing. We have enough housing/ residence. The traffic nightmare is proof of that.	30888
Vibrant – active with shops, restaurants, events, and people. Walkable – safe, pedestrian-friendly, and connected. Welcoming – inviting to residents, families, and visitors alike.	30741
Historic, family-friendly, arts-focused	30740
Old, Boring, Stale	30733

Summary	Count
Family-friendly (family events, family focused, family-friendly, family-friendly fun, all-ages)	29
Historic (historic, historical)	14
Walkable	14
Lively	11
Safe	7
Artsy (art focused, arts-focused, artsy)	6
Accessible	5
Community (community, community building, community outreach)	4
Vibrant	4
Fun	3
Inviting	3
Entertaining (entertaining, entertainment)	2
Modern	2
Quaint	2
Welcoming	2
Attractive	1
Beautiful	1
Boring	1
Charming	1
Clean	1
Cohesive	1
Connected	1
Diverse	1
Festive	1
Food	1
Intentional	1
Local	1
Mature adult activities	1
Military-honoring (honor our military (current & veteran)	1
Nightlife	1
Old	1
Pedestrian-Friendly	1
Retail	1
Shoppable	1
Social	1
Stale	1
Unique	1
Urban	1

Historic, lively, family friendly	31322
Historic, lively, arts-focused.	33855
Vibrant, upscale, inclusive	33488
Quaint, Charming, Lovely	33469
modern, family friendly, walkable	33372
Walkable family friendly	33352

Q: In the future, what experiences should Main Street Commons be best known for?

Importance Factor	Count:	Percentage of Respondents Who Selected This Factor	Rank by %
A walkable "small-town main street" with shops and cafes	**58**	94%	1
The civic/cultural heart of Dumfries, featuring events, arts, and community gatherings	23	37%	4
A family-friendly recreation destination, featuring parks and fostering play	31	50%	3
Local dining and nightlife	34	55%	2
Historic character and storytelling, featuring heritage and historic architecture	16	26%	6
Everyday convenience, featuring a range of available goods, services, and destinations	17	27%	5
Town-scale, moderate density housing	2	3%	7

Free Responses in "Other"	Response ID
Dumfries has a long history. Main Street should reflect the importance Dumfries had to the formation of our nation. The history should be reflected in more than just signage. Did you know Mason Locke Weems the first biographer of George Washington and the author of the cherry tree story lived in Dumfries! Did you know Virginia's first senator was from Dumfries? Did you know George Washington visited Dumfries on many occasions because the county courthouse was in Dumfries? Sooo much more history! y	32784
There are plenty of parks in the area that are barely used - no more parks. We need some restaurants. Especially after losing Padrinos and Harold and Cathy's. The loss of these two establishments was hugely impactful for the locals who live in this town. 2 best places in town to eat, that were a signature part of Dumfries identity for decades, now gone. The town should have never let this happen. Additionally, the entire downtown, including shopping centers, etc., are an eyesore except for town center and Wawa which look great. Cosmetic upgrades to existing buildings alone would be a fantastic improvement.	31094
Events similar to westminster md town	30953
Taller business buildings to help with walkability and jobs.	30733
Antique shops, dog shops, paper shops, candle shops, _ downtown Fredericksburg feel	33469

Q5: Where should we focus first to make it easier and safer to walk/bike between key places (Town Hall/Civic Campus, Garrison Park, Community Center, businesses, neighborhoods, Quantico Creek)?

Response	Response ID
Quantico Creek is the priority, it can tie together the town of Dumfries and the local neighborhoods by trails that already exist.	33056
Route 1, Main St., Nighborhoods	32907
Hangout spot.	32892
First, please improve the town's administrative processes. Inspections, permits, small business growth should come before the Mayor showboating for likes and follows.	32879
Town hall	32838
Old Triangle Road, quantico gateway drive to triangle plaza, Town Hall, Old Triangle Road	32808
Historic Dumfries Washington Street Fairfax Street Duke Street, Garrison Park, Community Center	32784
Intersection of Route 1 and 234 to allow folks east of route 1 to bike west on 234 and connect to the long bike trail there.	32768
Merchant park access, recognizing the cemetery and African American cemetery	32765
From 234 and Rt 1 intersection to Quantico main gate.	32698
Focus first on connecting neighborhoods to Town Hall, the Community Center, Garrison Park, and local businesses with continuous sidewalks, safe crossings, bike facilities, and better lighting.	32597
Quantico Creek, Community Center, Weems Botts	32565
Main Street, Fraley, Graham Park Rd, Dumfries Shopping Center	31425
More affordable places to eat	31343
Quantico creek; neighborhood; garrison park	31322
Extend 234 bike trail that currently connects Manassas to Popeyes in Dumfries all the way to downtown instead of stopping in that random location. Bike riders can't roll out from downtown to the trailhead due to extremely dangerous route 1 traffic	31094
Town Hall/civic Campus, businesses,Garrison Park.	31035
Add a walking path.	31012
Quantico creek, garrison park, community center	31004
The first priority should be improving sidewalks, crosswalks, bike lanes, and lighting between neighborhoods, Main Street businesses, the Community Center, and Garrison Park. Making these routes safer and easier to use would encourage more people to walk or bike instead of driving.	31000
Quantico Creek	30999
Quantico Creek, Garrison Park, Town Hall/Civic Center.	30994
Neighborhoods, TH/CC, GP	30978
Neighborhoods, Businesses, Town Hall/Civic Campus	30977
Town Hall/Civic Campus to Main Street Commons, Main Street Commons to Quantico Creek Waterfront, Main Street Commons to Garrison Park	30976
Expand walkable trails in and around southbridge, water front, and downtown	30953
Neighborhoods, town hall, garrison park, community center, businesses	30902

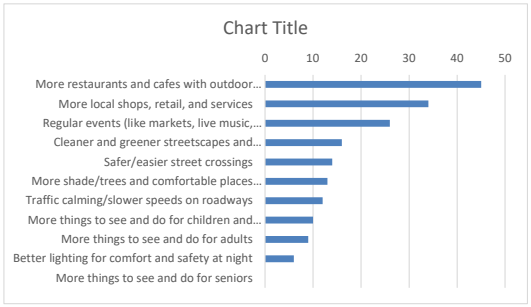
Unique Mentions	Count	Notes
Main Street Commons	16	Generally refers to the Town Hall / Civic Campus + Garrison Park + Community Center and Historic Grid. They're kind of all in the same area.
Quantico Creek	7	
Neighborhoods	6	
Dumfries Gateway	4	Main Street Businesses are coded as "Dumfries Gateway"
Route 1 x Route 234	3	
Old Triangle Road	2	
Main Street	2	
Route 1	1	
Hangout Spot	1	
Merchant Park	1	
Southbridge	1	
Fraley Boulevard	1	
Waterfront	1	
Graham Park Road	1	

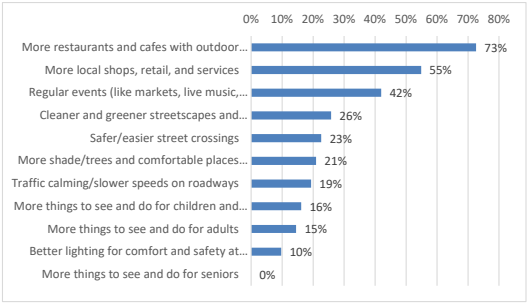
1. Town Hall/Civic Campus – This is the civic heart of the community and should be easily accessible for residents attending meetings, events, and public services. 2. Main Street businesses – Safe walking and biking to restaurants, cafés, and shops encourages people to spend more time downtown and supports local businesses. 3. Quantico Creek – Connecting the downtown to the waterfront creates opportunities for walking, recreation, dining, and tourism, making the creek a destination rather than a disconnected asset.	30741
Start right at the core of the Main Street.	30733
Town hall, community center, businesses	33855
Business, neighborhoofs	33488
Park, Community Center	33469
Are you really sure people are going to bike? I have seen Alexandria and Arlington build lots of bike lanes and it caused more traffic as 2 lanes were reduced to 1 for a bike lane, and no one is ever using the bike lanes. I don't believe Dumfries is a biking town, it will cause traffic nightmares.	33463
Add side walks and safe cross walks throughout the town. Additionally, add side walks on the entire Graham Park Road, so that students can safely walk to Graham Park Middle School without stepping on the road. During the winter months, Graham Park Road should be the top priority for clearing snow, so that students can walk to school and home safely.	33352

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

Importance Factor	Count:	Percentage of Respondents Who Selected This Factor	Rank by %
More restaurants and cafes with outdoor seating	**45**	73%	1
More local shops, retail, and services	34	55%	2
Regular events (like markets, live music, festivals)	26	42%	3
Cleaner and greener streetscapes and landscaping	16	26%	4
Safer/easier street crossings	14	23%	5
More shade/trees and comfortable places to sit	13	21%	6
Traffic calming/slower speeds on roadways	12	19%	7
More things to see and do for children and teens	10	16%	8
More things to see and do for adults	9	15%	9
Better lighting for comfort and safety at night	6	10%	10
More things to see and do for seniors	0	0%	11

Free Responses in "Other"	Response ID
More things to see and do for Children, Adults, and Seniors	31425





Q7: What design elements would best signal you're on Main Street?

Importance Factor	Count:	Percentage of Respondents Who Selected This Factor	Rank by %
Historic-inspired architecture	30	48%	3
Public art (murals and sculpture)	27	44%	5
Decorative streetscape elements (light posts, banners, wayfinding signage)	43	69%	1
Special streetscape elements (decorative paving or unique crosswalks)	36	58%	2
A signature gateway sign, banner, or feature	19	31%	6
Places to gather (small plazas, performance spaces)	29	47%	4

Free Responses in "Other"	Response ID
Landscaping	30999
No multi-story buildings. Beautiful architecture - not specifically "historic-inspired"	30888

Q8: When you think about Dumfries' future, what matters most to you?

Response	Response ID
Embracing the roots of Dumfries, focusing on the historical importance and the modern amenities. Overall, it must be safe for families/children/elderly.	33056
Affordable, Local	32907
More shopping and better dining options	32838
Scenic, safe, family-friendly	32830
Accessibility (affordability & physical access)	32808
Safety, Liveliness, Fun	32799
Working towards the future while respecting the ones who already live in the areas you are trying to change	32789
People feel safe visiting	32784
Community building	32780
Spaces that create a feeling of community, not just big roads and highways.	32768
Incorporating existing historic places like the Weems Botts museum and Merchant Park	32765
A town that people should come to spend time not just pass by.	32597
Community, Safety, Developments, Beautification complete Town remodel	31425
Entertainment	31322
Improved appearance	31094
Growth, safety, modern,	31048
Safety, availability, cleanliness, community.	31035
Family events, thriving and supported small businesses	31024
Safety	31014
Safety, entertainment	31004
What matters most to me is creating a safe, welcoming community with more shopping, local businesses, parks, and job opportunities while preserving Dumfries' history and making it a great place for families to live.	31000
Waterfront	30999
Family friendly, fun, exciting, outdoors	30994
Education, Growth, Safety	30978
Scenic, Walkable, Vibrant	30977
Waterfront, Nature, Trails, Parks, Kayaking, Fishing, Family, Recreation, Restaurants, SmallBusiness, Events, Tourism, Environment, Conservation, Access, Safety, Beauty	30976
Family friendly, less homelessness, less drugs	30953
Something to do	30903
Safety, family oriented	30902
Growth and not having to travel far to have fun.	30901
Community, Walkability, Waterfront, Fine Dining, History, Safety, Connectivity, Sustainability.	30741
Things to do besides eateries (canoeing, walking, ect)	30740
Prosperity, Activities, Events	30733
Scenic, lively, destination-worthy.	
Safety, beautification of town and surrounding area, availability of convivences so you don't have to drive out of town - it's seems like it will be a "destination"...not a place to live	
more upscale, better reputation related to crime and homelessness	
Walkable Pet-family friendly town, grocery store, restaurants	

History	Safety										
Affordable	Local										
Retail and Dining Options											
Scenic	Safety	Family-friendly									
Accessibili	Affordability										
Safety	Liveliness	Fun									
Community-focused											
Safety											
Community-focused											
Communit	Placemaking										
History											
Placemaking											
Communit	Safety	Placemaking									
Entertainment											
Placemaking											
Growth	Safety	Modern									
Safety	Availability	Cleanlines	Community-focused								
Family-frie	Thriving	Small Business									
Safety											
Safety	Entertainment										
Safety	Welcomin	Local	Retail and	History							
Waterfront											
Family-frie	Fun	Exciting	Outdoor Recreation								
Education	Growth	Safety									
Scenic	Walkable	Vibrant									
Waterfron	Outdoor R	Nature	Family-foc	Retail and	Small Busi	Tourism	Accessibili	Safety	Placemaking		
Family-frie	Less Home	Less Drugs									
Activities											
Safety	Family-friendly										
Growth	Fun										
Communit	Walkable	Waterfron	Retail and	History	Safety	Connectivi	Sustainability				
Outdoor Recreation											
Prosperity	Activities										
Scenic	Lively	Destination-worthy									
Safety	Beautificat	Convenien	Livable								
Upscale											
Walkable	Pet-friendl	Family-frie	Grocery	Dining							

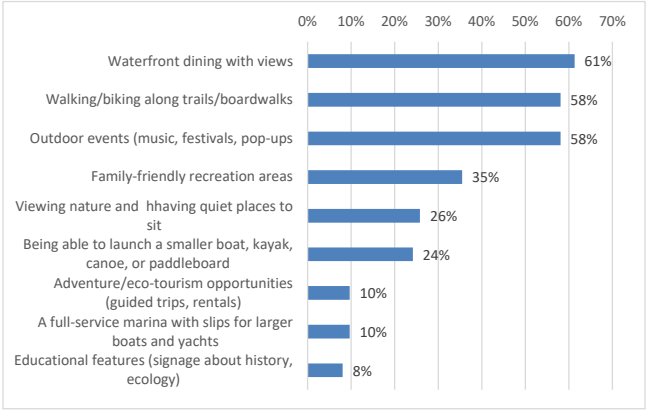
History	Safety
Safety	Family-friendly
Affordable	Community-focu
Local	Placemaking
Retail and Dining Options	History
Scenic	Retail and Dining
Safety	Scenic
Family-friendly	Fun
Accessibility	Growth
Affordability	Waterfront
Safety	Outdoor Recreat
Liveliness	Walkable
Fun	Local
Community-focused	Accessibility
Safety	Entertainment
Community-focused	Small Business
Community-focused	Activities
Placemaking	Affordable
History	Affordability
Placemaking	Liveliness
Community-focused	Modern
Safety	Availability
Placemaking	Cleanliness
Entertainment	Thriving
Placemaking	Welcoming
Growth	Exciting
Safety	Education
Modern	Vibrant
Safety	Nature
Availability	Family-focused
Cleanliness	Tourism
Community-focused	Less Homelessne
Family-friendly	Less Drugs
Thriving	Connectivity
Small Business	Sustainability
Safety	Prosperity
Safety	Lively
Entertainment	Destination-wort
Safety	Beautification
Welcoming	Convenient
Local	Livable
Retail and Dining Options	Upscale
History	Pet-friendly
Waterfront	Grocery
Family-friendly	Dining
Fun	
Exciting	
Outdoor Recreation	

Education
Growth
Safety
Scenic
Walkable
Vibrant
Waterfront
Outdoor Recreation
Nature
Family-focused
Retail and Dining Options
Small Business
Tourism
Accessibility
Safety
Placemaking
Family-friendly
Less Homelessness
Less Drugs
Activities
Safety
Family-friendly
Growth
Fun
Community-focused
Walkable
Waterfront
Retail and Dining Options
History
Safety
Connectivity
Sustainability
Outdoor Recreation
Prosperity
Activities
Scenic
Lively
Destination-worthy
Safety
Beautification
Convenient
Livable
Upscale
Walkable
Pet-friendly
Family-friendly
Grocery
Dining

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

Importance Factor	**Count:**	Percentage of Respondents Who Selected This Factor	Rank by %
Waterfront dining with views	38	61%	1
Walking/biking along trails/boardwalks	36	58%	2
Outdoor events (music, festivals, pop-ups	36	58%	2
Family-friendly recreation areas	22	35%	4
Viewing nature and hhaving quiet places to sit	16	26%	5
Being able to launch a smaller boat, kayak, canoe, or paddleboard	15	24%	6
Adventure/eco-tourism opportunities (guided trips, rentals)	6	10%	7
A full-service marina with slips for larger boats and yachts	6	10%	7
Educational features (signage about history, ecology)	5	8%	9

The creek has houses on the coast line. Residents do not want large boats, yachts, charters up and down their backyard. how are you going to get a yacht in 2-4 ft of water?	33469
There is no way large boats or yachts could be on this creek, the train bridge is to low, the water level is 1-2 feet in places. I live on the creek and boat on it weekly, I know this creek very well.	33463



Q10: How should the plan balance environmental protection with new uses/activities?

Importance Factor	Count:	Percentage of Respondents Who Selected This Factor	Rank by %
Prioritize ecological restoration and limit development	8	13%	3
Balance ecological restoration with some new activity (retail shops, cafes, rentals, other programming	33	53%	1
Prioritize Town-serving activities and experiences	1	2%	4
Prioritize creating a regional destination with iconic experiences while thoughtfully managing impacts	20	32%	2

Q11: What is the one thing we should avoid at the waterfront (e.g., too much traffic, loss of habitat, noise, private access blocking the water, flooding issues)?

Response	Response ID								Word	Count
Crime will be the biggest deterrent for people going to the waterfront. The National Harbor has a terrible reputation now because of the unchecked crime. People want to feel safe, if they don't they will leave and not come back.	33056	Crime						Crime	Loss of Habitat	15
Private access blocking the water	32964	Private Access Blocking the Water						Private Access Blockir	Private Access Blocking the Water	14
Private access blocking the water	32964	Private Access Blocking the Water						Private Access Blockir	Too Much Traffic	14
too much traffic, loss of habitat, noise, private access blocking the water, flooding issues	32879	Too Much	Loss of Hal	Noise	Private Acc	Flooding Issues		Too Much Traffic	Noise	10
Flood issues	32834	Flooding Issues						Loss of Habitat	Flooding Issues	10
Private access blocking water	32830	Private Access Blocking the Water						Noise	Crime	3
Avoid inaccessibility by providing wheelchair/accesible areas	32808	ADA Inaccessibility						Private Access Blockir	ADA Inaccessibility	1
Too much traffic	32799	Too Much Traffic						Flooding Issues	Excess Parking	1
Not disrupting the ones who live on Possum Point; that's a lot of action you will be bringing to that quiet street; not to mention you haven't even been able to cut down the speeding on that road and now you will be just adding more to it	32789	Noise	Too Much Traffic					Flooding Issues	Lack of History	1
I worry most about flooding. Have you seen the flood zone for the town of Dumfries? Nature finds a way. The flood zone matches the Quantico Creek port from the 1700s.	32784	Flooding Issues						Private Access Blockir	Pollution	1
We should preserve the ecosystem as a priority	32780	Loss of Habitat						ADA Inaccessibility	Too Little Parking	1
All of those things mentioned, and don't waste land with a big parking lots. Use vertical garages or limit parking.	32768	Loss of Hal	Too Much	Noise	Private Acc	Flooding Is	Excess Parking	Too Much Traffic	No Housing	1
Not including existing historic landmarks like Merchant Park	32765	Lack of History						Noise	No Data Centers	1
Loss of habitat	32698	Loss of Habitat						Too Much Traffic		
flooding issues	32597	Flooding Issues						Flooding Issues		
Too much traffic	32799	Too Much Traffic						Loss of Habitat		
1. loss of habitat, 2. too much traffic-which is noise 3. no "private" access if is town	32565	Loss of Hal	Too Much	Noise	Private Access Blocking the Water			Loss of Habitat		
Crime, Litter, impact to the natural environment	31425	Crime	Pollution	Loss of Habitat				Too Much Traffic		
Concerts	31343	Noise	Too Much Traffic					Noise		
Flooding issue	31322	Flooding Issues						Private Access Blocking the Water		
Limit access to traffic	31048	Too Much Traffic						Flooding Issues		
Too much traffic	32799	Too Much Traffic						Excess Parking		
Flooding, blocking /privatizing all water views	31024	Flooding Is	Private Access Blocking the Water					Lack of History		
Loss of habitat	32698	Loss of Habitat						Loss of Habitat		
Traffic!	31012	Too Much Traffic						Flooding Issues		
Loss of habitat for our wildlife. Conservation while providing community events	31004	Loss of Habitat						Too Much Traffic		
We should avoid private development that blocks public access to the waterfront. The waterfront should remain open, safe, and accessible for everyone to enjoy	31000	Private Access Blocking the Water						Loss of Habitat		
Crime	30999	Crime						Too Much Traffic		
Too much traffic for sure!	30994	Too Much Traffic						Noise		
Loss of habitat life, flooding, noise	30978	Loss of Hal	Flooding Is	Noise				Private Access Blocking the Water		
Overdeveloped- loss of habitat	30977	Loss of Habitat						Crime		
Avoid blocking public access to the water. Protect the environment, preserve waterfront views, and build with flood resilience in mind.	30976	Private Acc	Loss of Hal	Flooding Issues				Pollution		
Not enough parking	30953	Too Little Parking						Loss of Habitat		
Loss of habitat	32698	Loss of Habitat						Noise		
Traffic, access for all to water views	30902	Too Much	Private Access Blocking the Water					Too Much Traffic		
No more housing or data centers built	30901	No Housin	No Data Centers					Flooding Issues		
too much traffic	32799	Too Much Traffic						Too Much Traffic		
loss of habitat	32698	Loss of Habitat						Too Much Traffic		

Avoid development that limits public access to the waterfront. The shoreline should remain welcoming, accessible, and connected, with public trails, gathering spaces, and scenic views that everyone can enjoy while protecting the natural environment.	30741	Private Access Blocking the Water	Flooding Issues
Private access blocking the water	32964	Private Access Blocking the Water	Private Access Blocking the Water
Traffic Control and noise!	30733	Too Much Noise	Loss of Habitat
Private access blocking water	32830	Private Access Blocking the Water	Too Much Traffic
Noise	33855	Noise	Loss of Habitat
We should avoid private development blocking public access to the waterfront. The waterfront should remain open, welcoming, and easy for everyone to enjoy, with public walkways, dining, recreation, and preserved views of the water.	33488	Private Access Blocking the Water	Private Access Blocking the Water
Avoid too much activity because you will loose the charm of the habitat and appreciation of the beauty of the area. It can be more of a wildlife preserve. Avoid adding more noise to the area - there are residents living there. They pay taxes.	33469	Loss of Hal Noise	Crime
destroying the habitat. I see beavers, otters, fish, eagles, ausprey, deer, foxes on my property on a daily basis, it would be a tragedy to destroy their habitat	33463	Loss of Habitat	Too Much Traffic
too much noise from those with public access to the water; drunkenness	33372	Noise	Loss of Habitat
Flooding issues	33352	Flooding Issues	Flooding Issues
			Noise
			Loss of Habitat
			Private Access Blocking the Water
			Loss of Habitat
			Flooding Issues
			Too Little Parking
			Loss of Habitat
			Too Much Traffic
			Private Access Blocking the Water
			No Housing
			No Data Centers
			Too Much Traffic
			Loss of Habitat
			Private Access Blocking the Water
			Private Access Blocking the Water
			Too Much Traffic
			Noise
			Private Access Blocking the Water
			Noise
			Private Access Blocking the Water
			Loss of Habitat
			Noise
			Loss of Habitat
			Noise
			Flooding Issues

Q12: When people enter Dumfries through the Gateway, what three words should describe their first impression?

Response	Response ID
Clean, Safe, Historic	33056
Cute, safe, pretty	32964
Historic, Walkable, Lively	32907
Accessible	32838
Safety	32830
Calm, pleasant, historic	32808
Fun, safe, beautiful	32799
Beautiful, calming, peaceful	32789
history, clean, interesting	32784
Intentional design, cohesive, close-knit	32768
Dirty, plain, not useful	32765
Walkable. Welcoming. Vibrant.	32597
Beautiful, well managed , welcoming	31425
Wow; beautiful; vibe	31322
Charming, clean, pretty	31064
Clean, safe, walkable	31048
Awesome, beautiful, inviting.	31035
Timeless, revitalized, charming	31024
Welcoming	31014
Cute town, accepting, welcoming	31004
Welcoming, vibrant, and clean.	31000
A vibrant waterfront	30999
Welcoming, friendly, exciting	30994
Welcoming, Vibrant, Walkable	30977
Welcoming, Walkable, Distinctive	30976
Waterfront, family, destination	30953
Don’t miss us	30903
Scenic, fun, popular	30901
excitement	30888
Welcoming, noticeable, and nice	30740
Fun, Upscale, Bars	30733
Welcoming, upscale, vibrant	33488
Cute, lovely, Nice	33469
welcoming, safe, lively	33372
Small walkable town	33352

Clean	Safe	Historic
Cute	Safe	Pretty
Historic	Walkable	Lively
Accessible		
Safe		
Calm	Pleasant	Historic
Fun	Safe	Beautiful
Beautiful	Calming	Peaceful
Historic	Clean	Interesting
Intentional	Cohesive	Close-knit
Dirty	Plain	Not Useful
Walkable	Welcoming	Vibrant
Beautiful	Well-mana	Welcoming
Wow	Beautiful	Vibe
Charming	Clean	Pretty
Clean	Safe	Walkable
Awesome	Beautiful	Inviting
Timeless	Revitalized	Charming
Welcoming		
Cute	Accepting	Welcoming
Welcoming	Vibrant	Clean
Vibrant	Waterfront	
Welcoming	Friendly	Exciting
Welcoming	Vibrant	Walkable
Welcoming	Walkable	Distinctive
Waterfront	Family	Destination
Don't Miss Us		
Scenic	Fun	Popular
Exciting		
Welcoming	Noticeable	Nice
Fun	Upscale	Bars
Welcoming	Upscale	Vibrant
Cute	Lovely	Nice
Welcoming	Safe	Lively
Small	Walkable	Town

Clean
Safe
Historic
Cute
Safe
Pretty
Historic
Walkable
Lively
Accessible
Safe
Calm
Pleasant
Historic
Fun
Safe
Beautiful
Beautiful
Calming
Peaceful
Historic
Clean
Interesting
Intentional
Cohesive
Close-knit
Dirty
Plain
Not Useful
Walkable
Welcoming
Vibrant
Beautiful
Well-managed
Welcoming
Wow
Beautiful
Vibe
Charming
Clean
Pretty
Clean
Safe
Walkable
Awesome
Beautiful
Inviting
Timeless
Revitalized
Charming
Welcoming
Cute

Unique Responses	Count
Welcoming	11
Safe	6
Walkable	6
Clean	5
Beautiful	5
Vibrant	5
Historic	4
Cute	3
Fun	3
Pretty	2
Lively	2
Charming	2
Waterfront	2
Exciting	2
Nice	2
Upscale	2
Accessible	1
Calm	1
Pleasant	1
Calming	1
Peaceful	1
Interesting	1
Intentional	1
Cohesive	1
Close-knit	1
Dirty	1
Plain	1
Not Useful	1
Well-managed	1
Wow	1
Vibe	1
Awesome	1
Inviting	1
Timeless	1
Revitalized	1
Accepting	1
Friendly	1
Distinctive	1
Family	1
Destination	1
Don't Miss Us	1
Scenic	1
Popular	1
Noticeable	1
Bars	1
Lovely	1
Small	1
Town	1

Accepting
Welcoming
Welcoming
Vibrant
Clean
Vibrant
Waterfront
Welcoming
Friendly
Exciting
Welcoming
Vibrant
Walkable
Welcoming
Walkable
Distinctive
Waterfront
Family
Destination
Don't Miss Us
Scenic
Fun
Popular
Exciting
Welcoming
Noticeable
Nice
Fun
Upscale
Bars
Welcoming
Upscale
Vibrant
Cute
Lovely
Nice
Welcoming
Safe
Lively
Small
Walkable
Town

Appendix D

TOWN OF DUMFRIES

Small Area Plans

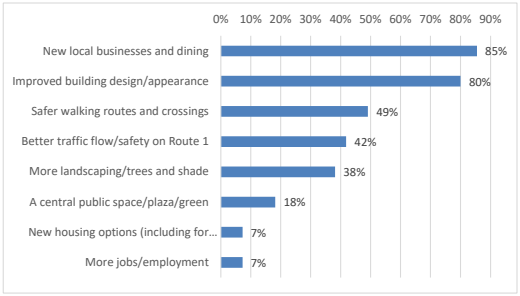
Q13: What should the Gateway be best known for?

Importance Factor	Count:	Percentage of Respondents Who Selected This Factor	Rank by %
gfd	35	56%	2
A walkable mixed-use district (shop/dine/live/work)	50	81%	1
A convenient hub for everyday services (grocery, essentials, errands)	23	37%	5
A community gathering place (plaza/green, events, play)	28	45%	3
A multimodal hub (safe walking/biking + transit connections)	18	29%	6
Strong connections to nearby neighborhoods and easy access to the rest of town	23	37%	4

Other	Response ID
Walkable mixed-use district, convenient hub for everyday services, multimodal hub	31425
Waterfront	30999
shopping, dining, grocery, essentials, services, errands. No Living quarters. Dumfries has plenty residents, but we need better dining, shopping experiences, such as groceries, essentials, errands. Home Goods, Ross, Petsmart, yoga, pilates, gym for the residents	30888

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

Importance Factor	Count:	Percentage of Respondents Who Selected This Factor	Rank by %
New local businesses and dining	47	85%	1
Improved building design/appearance	44	80%	2
Safer walking routes and crossings	27	49%	3
Better traffic flow/safety on Route 1	23	42%	4
More landscaping/trees and shade	21	38%	5
A central public space/plaza/green	10	18%	6
New housing options (including for different ages/incomes)	4	7%	7
More jobs/employment	4	7%	7



Q15: If you would drive to get to the Gateway, what would make it easier for you to park your car once and explore multiple places on foot?

Importance Factor	Count:	Percentage of Respondents Who Selected This Factor	Rank by %
Comfortable sidewalks and safe crossing	53	85%	1
A connected internal street/path network through the district	34	55%	3
Clear wayfinding to Main Street Commons and the Waterfront	37	60%	2
Trails/bike infrastructure connecting to other hubs	13	21%	5
Transit/shuttle stops that are easy to use	12	19%	6
Ample shared parking	31	50%	4

Q16: What type of landmark would you prefer as the Gateway's signature feature?

Importance Factor	Count:	Percentage of Respondents Who Selected This Factor	Rank by %
Bold public art/sculptures	7	11%	4
A signature sign, archway, or lighting	19	31%	1
A small plaza/green with seating and events	9	15%	3
Streetscape transformation (new trees, banners, special paving)	19	31%	1
Reuse of an existing building as a focal point (community-facing)	4	6%	5

Other	Response ID
Giant Mall thats multifloor	30733
A signature sign, archway, or lighting that feels upscale and distinctive, clearly announces arrival in Dumfries, and creates a memorable first impression during both the day and	33488

Q17: What is your affiliation with Dumfries?

Response	Count:	Percentage of Respondents Who Selected This Factor	Rank by %
I live in Dumfries	48	77%	1
I grew up in, but no longer live in Dumfries	1	2%	4
I work in Dumfries	8	13%	2
I own a business in Dumfries	2	3%	3
I go to school in Dumfries	0	0%	5
I am a vistor or tourist to Dumfries	3	5%	3

Other	Response ID
I've lived in Prince William County my entire life and taught at Graham Park Middle School for 31 years. I am currently the p	32784
I raised my children in Dumfries/lived there 30some years and still own the home I raised my family in. I still live close by (Tr	32565
I live in Triangle	31018
Drive through often, but no reason to stop. It's not currently a destination.	30999
Live in Woodbridge along Rt.1 corridor	30978
Live in the PWC portion of Dumfries	30902
Future resident with a home under contract in Dumfries.	30741

Q20: What is your gender?

Response	Count:	Percentage of Respondents Who Selected This Factor	Rank by %
Male	12	19%	2
Female	44	71%	1
Other identity	2	3%	3

Q17: What is your age group?

Response	Count:	Percentage of Respondents Who Selected This Factor	Rank by %
Under 9	0	0%	
10-14	0	0%	
15-19	0	0%	
20-24	1	2%	
25-29	2	3%	
30-34	8	13%	
35-39	4	6%	
40-44	11	18%	
45-49	8	13%	
50-54	7	11%	
55-59	7	11%	
60-64	3	5%	
65-69	4	6%	
70-74	1	2%	
75-79	0	0%	
80-84	0	0%	
85 and over	0	0%	

Q22: What is your race or ethnicity?

Response	Count:	Percentage of Respondents Who Selected This Factor	Rank by %
Prefer not to Answer	13	21%	
Asian	4	6%	
Black or African American	19	31%	
Hispanic or Latino	4	6%	
Native American	2	3%	
Pacific Islander	0	0%	
White	24	39%	
Other	0	0%	

Q23: Do you Rent or Own your Home?

Response	Count:	Percentage of Respondents Who Selected This Factor	Rank by %
Prefer not to answer	4	6%	
Rent	4	6%	
Own	53	85%	
Other	0	0%	

Q24: Which of the following best describes your home?

Response	Count:	Percentage of Respondents Who Selected This Factor	Rank by %
Prefer not to answer	6	10%	
Apartment or condominium	2	3%	
Townhouse, attached to other houses	17	27%	
Single-family, detached house	36	58%	
Military housing	0	0%	
Other	0	0%	

Q25: Who lives with you in your home?

Response	Count:	Percentage of Respondents Who Selected This Factor	Rank by %
Me	25	40%	
My Spouse/Partner	44	71%	
My Child(ren) under 18	17	27%	
My Adult Children	16	26%	
My Relatives (older than me)	3	5%	
My Relatives (younger than me)	0	0%	
Friends or Roomates	2	3%	
Other	0	0%	

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Economic Development Strategy for Three Small Area Plans

Town of Dumfries

Dumfries, Virginia

Prepared for Kimley-Horn and Town of Dumfries

August 26, 2026

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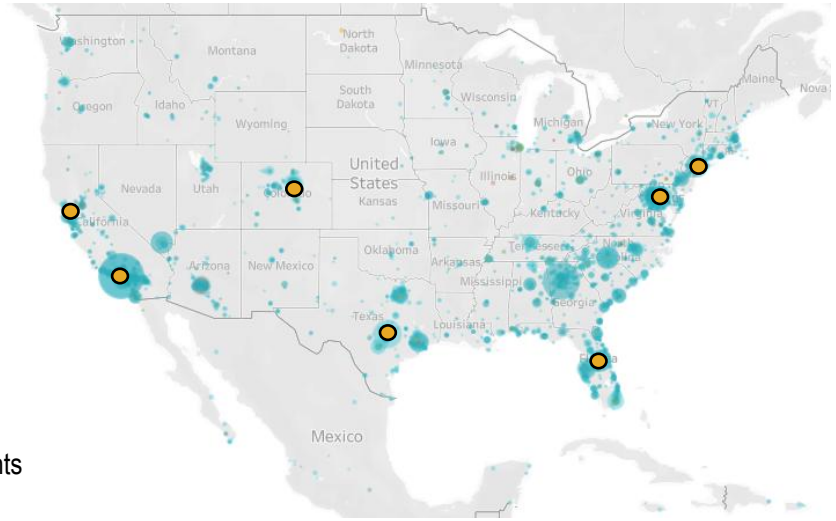
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TABLE OF CONTENTS

Objectives & Key Findings **5**

- Objectives 6
- Overview of Small Areas 7
- Guiding Principles of Economic Development 8
- Barriers in The Town Today 9
- Gateway: Goals and Barriers 10
- Gateway: Implementation Strategies 11
- Main Street: Goals and Barriers 12
- Main Street: Implementation Strategies 13
- Waterfront: Goals and Barriers 14
- Waterfront: Implementation Strategies 15

Case Studies **16**

- Havre de Grace, MD 17
- Cape Charles, VA 18
- Tappahannock, VA 19

Disclaimers **20**

Objectives & Key Findings

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OBJECTIVES

The Town of Dumfries has identified three districts—Main Street, Waterfront, and Gateway—as focal points for future growth with specific Small Area Plans. Each of these hubs has a role to play in the evolution of the community: Main Street as the historic and cultural anchor, Waterfront as a center of community connected to natural amenities, and Gateway as the southern arrival point. The planning process will set a framework for how these places can develop in ways that are cohesive and coordinated, rather than competitive.

With this background in mind, the Town of Dumfries engaged the team of Kimley-Horn and RCLCO to complete an economic development plan to understand the objectives, priorities, and potential tools in the Town. The goal is for this plan to be an actionable roadmap to inform both the Small Area Plans and broader town decision-making.

The following plan is designed to respond to these key questions:

- What are the goals for each Small Area?
- What barriers currently impede the achievement of these goals?
- What strategies can the Town of Dumfries utilize to further its achievement of the goals for each Small Area?

Map of Dumfries and Small Areas
Dumfries, VA; 2026



OVERVIEW OF SMALL AREAS

The *Destination Dumfries 2044* comprehensive plan outlined several Small Areas that will be pivotal to the long-term success of the Town

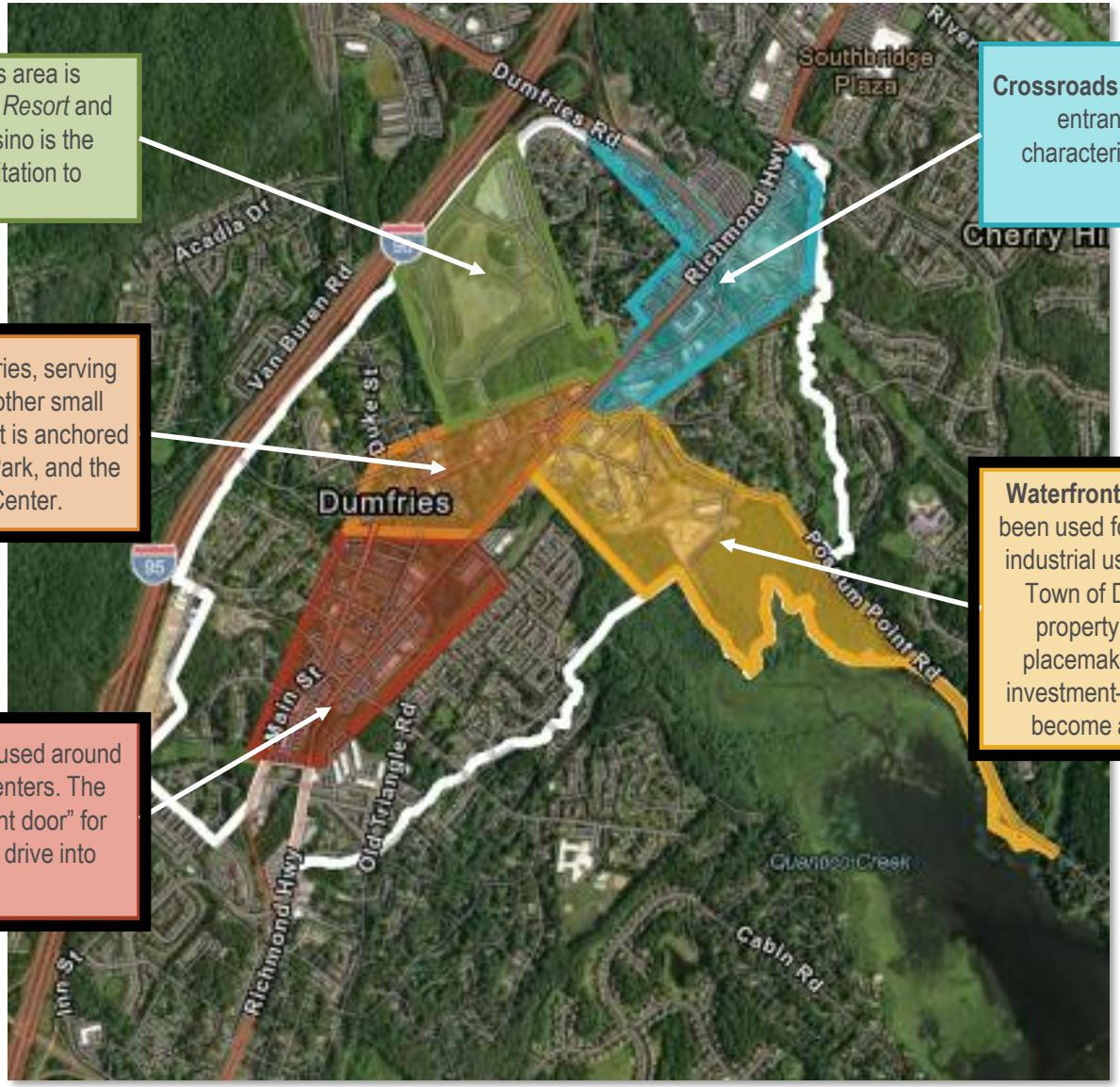
Entertainment District: This area is anchored by *The Rose Gaming Resort* and Overlook Park. Today, the casino is the primary driver for outside visitation to Dumfries.

Crossroads: The area serves as the northern entrance to Dumfries. Today, it is characterized by retail sites and growing residential offerings.

Main Street: The heart of Dumfries, serving as the connector between the other small areas within the town. Main Street is anchored by the Civic Campus, Garrison Park, and the Jeff Simpson Community Center.

Waterfront: The Waterfront has historically been used for industrial purposes, with some industrial uses in place today. However, the Town of Dumfries now owns the largest property in the area and with the right placemaking—plus proper infrastructure investment—the Waterfront has potential to become a defining feature of the town.

Gateway: Today, the area is focused around several surface-parked retail centers. The Gateway is functionally the "front door" for visitors from the south as they drive into Dumfries.



= Focus of Current Planning Process

Source: Town of Dumfries; RCLCO

GUIDING PRINCIPLES OF ECONOMIC DEVELOPMENT

Through stakeholder and community outreach for the three Small Area Plans, RCLCO identified the following framework to underpin the economic development strategy for these important areas

Guiding Principles for Small Area Plans

- Improve community amenities for residents
- Support existing businesses by improving visitation
- Create new destinations for residents to enjoy and to bring visitors to the community

With the guiding principles in mind, a vision was established for each small area:

Gateway:
Create a southern entry experience for the Town of Dumfries with an emphasis on commercial and retail uses

Main Street:
Create a walkable downtown destination in Dumfries with local businesses, active retail environment, and public space for residents and visitors to enjoy

Waterfront:
A central gathering place with entertainment and attractions that can be enjoyed by visitors and residents alike

BARRIERS IN THE TOWN TODAY

While there are some barriers to large-scale redevelopment today, the following town-wide strategies can help facilitate success in the three Small Areas

Scale of Future Plans

The Town of Dumfries is pursuing an ambitious effort to create three Small Area plans (five in total), each of which is anticipated to have its own vision, brand, and experience. Given the relatively small size of Dumfries today, effectively distinguishing between the Small Areas will likely require attracting more activity to the Town, as this activity can be harnessed to give each Small Area a unique identity and justify the cost of supporting community amenities.

Grow Household Base

By planning for an expanded household base, the Town can help mitigate rising housing costs and other adverse impacts on existing residents that can arise when supply does not keep up with demand, as well as capture the fiscal and economic benefits like added spending.

Increase Visitation

By bringing in more visitors from outside of the Town, it will help bring additional foot traffic to businesses in Dumfries today.

Development Economics

Given high construction and financing costs across the region, achievable pricing today lags the cost of the developing mixed-use projects, particularly ones with structured parking and ground-floor retail—which the Town of Dumfries is anticipating will be part of future growth. If left to the market without any public sector intervention, these types of developments could take significantly longer to realize.

Support Aspirational Projects

To ensure that future projects align with visions and goals outlined for each of the Small Areas, the Town should determine what types of projects to prioritize. Then, across the Small Areas, the Town can identify opportunities to utilize tax-increment financing tools, façade/signage grants, land contributions, or state/federal programs to help support private developers, so that these projects can deliver on this vision sooner than the market can otherwise support today.

Regulatory Environment

The regulatory environment today is somewhat difficult to navigate, as property owners indicate plans must be coordinated with the Town of Dumfries as well as Prince William County. Therefore, it is important for the Town to make it seamless for developers to navigate the process as future developments are planned.

Accelerate Redevelopment

The Town should consider supporting strategies that help accelerate development. By supporting the use of design guidelines alongside expedited permitting processes for projects that align with certain criteria (e.g., projects that incorporate ground-floor retail, grocery stores, privately owned public space, etc.), the Town can help facilitate private development efforts without significant cost to the Town. Further, it will decrease the friction for developers as they pursue developments in the jurisdiction.

GATEWAY: GOALS AND BARRIERS

Vision: "*Create a southern entry experience for the Town of Dumfries with an emphasis on commercial and retail uses*"

Goals for Planning

- **Creation of Commercial Core:** The Gateway should be established as a commercial core where residents can conveniently shop for daily necessities, including groceries, food and beverage options, and essential services.
- **Improved Retail Experience:** The Gateway is presently home to most of Dumfries' retail, primarily consisting of strip malls with expansive front parking lots. Redeveloping these sites to increase density and introduce mixed-use buildings with ground-floor retail would create a more vibrant atmosphere and better meet the needs of residents.
- **Increased Connectivity:** Enhancing connections to areas like Main Street would foster a more unified environment and increase the Town's attractiveness for both residents and visitors.
- **Form Identity of Southern Gateway:** As branding efforts progress, increasing awareness at this entrance is vital. Establishing a unique southern entry will contribute to defining Dumfries' overall atmosphere.

Barriers to Achieving

- **Uncertainty of Infrastructure Impact:** While infrastructure improvements in the area such as the widening of Route 1 and the improvement of pedestrian and bicycle accommodations have been announced, their effect on resident and consumer behavior remains uncertain. This uncertainty is likely to give developers pause until the impact can be assessed. Existing business and owners are currently waiting on the progress of this project to make their own business decisions, so clarity on this process is crucial to encouraging their future projects.
- **Ease of Regulatory Environment:** The current permitting process can be difficult to navigate and time consuming. Given the newer product types contemplated in the Small Area Plans and *Destination Dumfries 2044* plan, ease of navigating the process will be key to facilitate the type and scale of development that the Town needs to create an engaging retail atmosphere and a strong commercial core.
- **Lack of Walkability:** Currently, Gateway is primarily reachable by car and poses challenges for pedestrians and cyclists coming from other parts of town. To improve the retail experience, these locations would ideally be accessible to foot traffic, which could help to increase spending at the local businesses.
- **Lack of Identity:** The Gateway currently lacks a sense of unique identity to make it distinctly Dumfries and the southern approach lacks a strong sense of arrival. Establishing a unique character for the area could enhance its appeal to both residents and visitors alike.
- **Lagging Achievable Pricing:** Current achievable pricing does not necessarily support the level of redevelopment that has been seen in other submarkets with aging commercial properties, such as apartments with structured parking and ground-floor retail.

GATEWAY: IMPLEMENTATION STRATEGIES

By improving infrastructure and updating zoning, redevelopment can be facilitated and the Gateway can become a memorable southern entrance for Dumfries

Current Character	*Car-oriented with significant retail but little cohesion*		**Desired Character**	*Car-orientation may continue but position node as commercial center and southern gateway into Dumfries*	

Lower Energy, Moderate Impact → **Higher Energy, High Impact**

NEAR TERM

CREATE SOUTHERN ENTRY
The Town can construct visually appealing signage, aligned with other branding efforts, that announces to visitors that they are in the Town of Dumfries

IMPROVE VISUAL CONNECTION IN DUMFRIES
In addition to the infrastructure improvements, the Town should install directional signage highlighting the other small areas in the Town, which will raise awareness of destinations and activities within the Town to pass through traffic and further improve connectivity.

IMPROVE TRANSPARENCY AND COLLABORATION FOR ROUTE 1 WIDENING
The Town should proceed with the expansion of Route 1, which will help connect different parts of the town and bring more activity along Route 1. However, the Town should continue to work closely with affected property owners to provide insight on plans and timing to align their redevelopment plans with the expansion and give them more comfort on execution timing.

MID TO LONG TERM

IMPROVE PEDESTRIAN EXPERIENCE
Making improvements to sidewalk or bike lane infrastructure will make alternative transportation options other than cars more viable for residents and visitors to the Town.

PUBLIC SUPPORT FOR REDEVELOPMENT PROJECTS
The Town can support key redevelopment projects by creating specific Tax-Increment Financing ("TIF") districts for each project, allowing developers to tap into an additional funding source that can help improve the overall development and accelerate redevelopment when the timing is appropriate to begin redevelopment.

MAIN STREET: GOALS AND BARRIERS

Vision: "*Create a walkable downtown destination in Dumfries with local businesses, active retail environment, and public space for residents and visitors to enjoy"*

Goals for Planning

- **Creation of a Walkable Downtown Core:** Establishing a walkable downtown core can provide Dumfries with a central hub for commercial growth and activity. Increased pedestrian traffic is also likely to support existing local businesses.
- **Preserve Historical Center of Dumfries:** Main Street in Dumfries hosts many of the community's oldest and most recognized businesses. Planning efforts should prioritize supporting these legacy businesses so they can continue to thrive as the environment evolves.
- **Central Hub for Community:** Main Street's central location, along with the presence of the community center, municipal building, and police station, positions it as the ideal hub for community gatherings within a walkable downtown core.
- **Mixed-Use Environment:** Cultivating a mixed-use environment in Main Street can enable it to become the dynamic center point of the Town, linking the different small areas together into a cohesive fabric.
- **Emphasize Historic Identity:** The Town should continue efforts to lean into its historical identity, building on recent planning efforts to understand historic tourism opportunities, particularly given the importance of Main Street to the Town.

Barriers to Achieving

- **Walkability:** While Main Street has sidewalks, the setbacks of buildings and the lack of density make walking less appealing for residents and visitors, with cars currently being the preferred mode of transportation.
- **Disparate Ownership:** Main Street is composed of many small parcels with several different owners. With ownership so divided, it may be challenging to create a clear strategy and align goals at a large scale.
- **Required Scale:** In today's market environment, new buildings typically need to reach a certain scale—in terms of number of units, amount of square feet, etc.—to be feasible to build, given operating and construction costs. With the size of lots and current height limits, it may be challenging for developers to reach the required scale, either vertically or horizontally. As such, it may be necessary to assemble multiple parcels under single ownership, or the zoning may need to be changed.
- **Lack of Cohesive Environment:** Today, Main Street lacks many of the features expected of a vibrant main street environment, despite its potential. Elements such as outdoor seating, attractive facades, signage, and public art could contribute to forming the desired environment.
- **Future Access to Route 1**: As part of the Route 1 widening project, Main Street is currently planned to end as a cul-de-sac, without southern access to Route 1. If left unaddressed, this lack of access has potential to be a severe limiting factor for a healthy Main Street environment, including for retail in particular. Improved east-west access, potentially connecting to Route 1 through the Virginia Department of Transportation ("VDOT") property could help mitigate these adverse impacts, while also helping to establish connections to recently delivered housing across Route 1.

MAIN STREET: IMPLEMENTATION STRATEGIES

Main Street which has long been the heart of Dumfries is poised to maintain and enhance this position with the right interventions as the Town evolves

Current Character	*The heart of Dumfries but characterized by low density, auto-oriented retail*		**Desired Character**	*By promoting walkability and density, Main Street has the potential to become an appealing commercial core for the Town*	

Lower Energy, Moderate Impact → **Higher Energy, High Impact**

NEAR TERM

REMOVE BARRIERS FOR FOOD & BEVERAGE TENANTS
In addition to pursuing improvements to transportation infrastructure, the Town can increase the pedestrian appeal by encouraging outdoor seating at local restaurants.

SUPPORT EXISTING RETAIL IMPROVEMENTS
In line with town-wide branding efforts, the Town should coordinate with local businesses to facilitate signage improvements and offer façade grants to improve the appeal of the retail environment. A signage plan and design guidelines can help tenants fast track approvals.

WORK WITH VDOT TO FACILITATE EAST-WEST CONNECTION TO ROUTE 1
Prior to the Route 1 widening project, the Town should work with VDOT to establish an east-west connection to Route 1 through its property. In the event such discussions do not pan out, the Town should explore other options to create such connections, to increase the ease of access to businesses along Main Street after the widening project is complete.

MID-TO-LONG TERM

PUBLIC ART PROGRAM
To provide the area with a unique character, the Town should contemplate creation of a public art program. Such a program would potentially include the Town commissioning artists as well as partnering with local businesses to find locations for the artwork.

ESTABLISH A MAIN STREET ORGANIZATION
The Town can help to create a Main Street Organization as a 501(c)3, with the goal of having this organization oversee the commercial core and coordinate efforts with its local businesses. A website with a centralized map of businesses and event schedule could be part of this initiative, and the organization can help communicate the vision for Dumfries and support future efforts.

IMPROVED WALKABLE INFRASTRUCTURE
Building more and better sidewalks while continuing to advance infrastructure improvements will improve the walkability of the Town.

ALIGN REGULATORY ENVIRONMENT WITH ANTICIPATED REDEVELOPMENT NEEDS
Given the desire for vertical and horizontal mixed-use projects on Main Street, it is important to make sure these uses both align with the anticipated zoning and are easy to get approved and permitted.

WATERFRONT: GOALS AND BARRIERS

Vision: "*A central gathering place with entertainment and attractions that can be enjoyed by visitors and residents alike"*

Goals for Planning

- **Create Central Gathering Place:** There are goals to transform the Waterfront into an attractive gathering place for people from both within and outside the Town to enjoy the water access and to participate in aquatic recreational activities.
- **Draw Visitors:** The successful execution of a mixed-use district combined with the waterfront views can help create a compelling location that can draw in visitors from outside of the Town, not only supporting businesses in the future waterfront district but the Town as a whole.
- **Entertainment and Recreation for Residents:** Upon completion, the Waterfront has the potential to turn the currently industrial waterfront area into an appealing destination for residents to enjoy the natural amenities and participate in recreational activities like kayaking and paddleboarding.
- **Create Public Access to Quantico Creek:** As part of the development, public access to Quantico Creek is expected to be restored, so residents can participate in aquatic recreation.
- **Environmental Restoration:** The current industrial use of the waterfront area has likely affected the current ecosystem. A redevelopment of the waterfront can restore the local environment, improve the ecological function, and improve the natural appeal of the area.
- **Encourage Public/Private Investment:** To fully realize the potential of the Waterfront it will be necessary to partner with private investors to bring in outside investment to the Town while still aligning with the Town's goals.
- **Historic Tourism Opportunity:** As other planning efforts identify historic tourism opportunities, the Town should consider the Waterfront as an option for attractions, activations, and other investments that can help contribute to a sense of place at buildout.

Barriers to Achieving

- **Brownfield Redevelopment:** The redevelopment of historically industrial properties can be challenging due to potential environmental contamination that could require remediation.
- **Waterfront Clean-Up:** To fully utilize the Waterfront, it will be necessary to ensure that Quantico Creek is accessible to the public, which will require clearing and potential dredging the Creek.
- **Development Subsidy:** Many of the desired elements being discussed for the Waterfront are likely to be expensive to develop, so in order for the Town to find a development partner who is willing to take on these costs, the Town may need to be prepared to offer some form of subsidy or support. While this can come from the Town itself in the form of a TIF district or another subsidy, there are a variety of state and federal programs that potentially could also be utilized.
- **Master Developer:** For a comprehensive redevelopment of the waterfront district, a master developer will likely be required to coordinate the effort. A master developer will assist with the complex planning and financing required to execute a large-scale mixed-use development.

WATERFRONT: IMPLEMENTATION STRATEGIES

While it is relatively underutilized today with the industrial warehouses on site, the Waterfront has the potential to become a regional destination

Current Character	*Industrial uses with no public access*		**Desired Character**	*A gathering place with entertainment and attractions to serve both residents and visitors*	

Lower Energy, Moderate Impact → **Higher Energy, High Impact**

NEAR TERM

BRANDING
The Town can utilize branding to create a unique identity for the Waterfront.

DETERMINE STAFF NEEDS
There will need to be Town resources allocated to managing subsequent planning, request for proposals ("RFP"), and other related efforts related to the redevelopment of the Waterfront, given the scale of the project

ESTABLISH FRAMEWORK FOR DEVELOPMENT OF TOWN-OWNED SITE
The Town should create a plan or framework that contemplates scale, mix of uses, phasing, and public spaces that the Town would be looking for as part of subsequent RFP processes to identify development partner(s).

MID-to-LONG TERM

CONSIDER REDEVELOPMENT AUTHORITY *(OPTIONAL)*
The Town should consider whether it wishes to establish a redevelopment authority or other group capable of managing developing and financing; otherwise, identify a master developer through a competitive RFP process.

MARKETING CAMPAIGN
By creating a robust marketing campaign, the Town can draw visitors throughout the region.

EASE OF REGULATORY ENVIRONMENT
The Town should ensure requisite zoning is in place as a framework for the development plan and create an opportunity for fast tracked permitting/regulations for the development partner(s). This will be expected as part of the partnership with the Town.

ENVIRONMENTAL REMEDIATION
The Waterfront will likely require remediation and environmental cleanup of the site to mitigate decades of industrial use.

INCENTIVES FOR PRIVATE DEVELOPERS
The Town should prioritize its development needs (i.e., public space, access to creek, anchor attractions/facilities), because a private developer may not be able to independently fund all these items. Therefore, the Town needs to find ways to support through contributing its land in a joint venture and/or through additional funding.

Case Studies

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HAVRE DE GRACE, MD

Havre de Grace utilized a number of local and state-wide resources to improve its waterfront

Overview

Havre de Grace, Maryland—a historic waterfront city of roughly 14,000 residents at the confluence of the Susquehanna River and the Chesapeake Bay—has pursued one of the more deliberate small-city revitalization efforts in the Mid-Atlantic over the past decade. Rather than relying on a single funding source, city leadership assembled a layered capital stack drawn from a voter-approved municipal bond, federal pandemic recovery funds, a national environmental resilience grant, and a long-running state Main Street designation. Together, these tools addressed the City's aging infrastructure, degraded waterfront, and untapped tourism potential in a coordinated way.



Funding Source	Amount	Year Awarded	Use of Funds
Municipal General Obligation Bond (voter-approved)	$15,000,000	2020	Repair and replacement of aging water distribution and wastewater collection systems citywide
American Rescue Plan Act (ARPA / SLFRF)	$13,800,000	2021	Downtown streetscape reconstruction, water/sewer line replacement, pedestrian improvements, ADA upgrades, and tourism branding
NFWF National Coastal Resilience Fund (NCRF)	$2,505,500	2022	Water Street Living Shoreline — replacement of industrial bulkhead with native habitat, public boat ramp, kayak launch, and stormwater filtration system
Maryland DNR Shoreline Grant	$2,000,000	2021	Co-funding for Water Street Living Shoreline construction phases
Harford County Shoreline Match	$500,000	2021	Co-funding for Water Street Living Shoreline construction phases
Main Street Maryland — COVID Recovery Grant	$210,474	2021	Direct grants to downtown small businesses for pandemic economic recovery
Maryland Energy Administration — Solar / EV Transit	$930,000	2026	Rooftop solar array and energy efficiency measures at the STAR Centre to power the facility and the city's all-electric trolley fleet

Source: Baltimore Sun; I95business.com; havredegracemd.gov; vanhollen.senate.gov; patch.com; governor.maryland.gov
Image Source: Marinas.com

CAPE CHARLES, VA

Cape Charles utilized Virginia and federal programs to create a thriving public access to Chesapeake Bay

Overview

Cape Charles, Virginia—a small historic waterfront town of roughly 1,100 residents at the southern tip of the Eastern Shore—has undergone an economic and physical revival over the past decade. Sitting on the Chesapeake Bay with a deep-water harbor, sandy beach, and intact Victorian streetscape, the town had the bones for tourism-driven revitalization but lacked the organizational infrastructure and capital to unlock it. Beginning in the mid-2010s, the Town and its nonprofit Main Street organization layered several public finance tools to address its commercial district, contaminated industrial properties, historic legacy and sensitive coastal habitat in a coordinated way.



Funding Source	Amount	Year Awarded	Use of Funds
NOAA Coastal Zone Management (via Virginia CZM Program) (80%) and Virginia Land Conservation Program (20%)	$820,000	2020	Acquisition and public access improvements at the Cape Charles Natural Area Preserve (Added 21 acres of coastal dune and forested habitat on the Bay to the preserve)
Virginia Main Street — Downtown Investment Grant (DIG)	$10,000	2021	Design services for high-impact project (part of 12-community round), facilitated by market analysis and economic strategy
Department of Transportation (congressionally approved)	$2,500,000	2022	Converting 2.3 miles of abandoned Eastern Shore Railroad tracks into a multi-use recreational trail
Virginia Brownfields Restoration and Economic Development Assistance Fund (VBAF)	$280,750	2023	Site remediation of the Cape Charles Railyard — hazardous material removal, demolition, and site prep for economic redevelopment
Industrial Revitalization Fund (IRF) — DHCD	$1,000,000	2023	The Cape Charles Rosenwald School Restoration Initiative is rehabilitating and adaptively reusing the old school as a new community center
Virginia Main Street — Downtown Investment Grant (DIG)	$75,000	2024	Strawberry Street Plaza upgrades: shade structures, ADA-accessible seating, electrical infrastructure, and wayfinding signage; facilitated by market analysis and economic strategy

Source: dhcd.virginia.gov; shoredailynews.com; capecharlesmirror.com; co.northampton.va.us; kaine.senate.gov
Image Source: Bay Creek

TAPPAHANNOCK, VA

Tappahannock procured many state and federal grants to revitalize its Downtown

Overview

Tappahannock, Virginia is the oldest town in Essex County, established in 1682 on the south bank of the Rappahannock River. With a population of roughly 2,200, the town has secured significant public investment over the past several years, assembling diverse sources of funds that touch downtown planning, historic building rehabilitation, multimodal transportation, waterfront public access, and tourism branding. The Town's revitalization efforts have focused on Prince Street, the historic core of its downtown, and the creation of a new waterfront park to drive tourism. Working through its Main Street organization, town government, and regional partners, Tappahannock has used each successive grant to build on the last, moving from planning to physical investment to tourism promotion in a deliberate sequence.



Funding Source	Amount	Year Awarded	Use of Funds
CDBG Planning Grant (DHCD)	$50,000	2021	Commissioned a Downtown Revitalization Master Plan, including Economic Restructuring Plan and Branding + Marketing Plan
Virginia Main Street — Façade Grant and Designation	$50,000	2021	Matching reimbursement program for facade improvements to historic downtown storefronts by local businesses, facilitated by market analysis and economic strategy
Virginia Main Street — Downtown Investment Grant (DIG)	$10,000	2021	Design services for high-impact project (part of 12-community round)
RAISE Grant — U.S. DOT	$1,500,000	2022	Planning activities for a multimodal assessment and master plan to explore future development opportunities and enhance the unique coastal characteristics of the town
Industrial Revitalization Fund (IRF) — DHCD	$250,000	2022	Renovation of the historic 1710 Tavern — one of Virginia's oldest surviving structures
Virginia Business Ready Sites Program Development Grant	$261,300	2023	To support the development of an industrial park on land the town owns
Boating Infrastructure Grant (BIG) — U.S. Fish & Wildlife	$1,300,000	2023	Hoskins Creek waterfront park: floating dock, fuel facilities, ADA kayak launch, bath house, and a restaurant
VDOT Recreational Access Grant	$250,000	2023	Access road and site infrastructure at Hoskins Creek Park
DCR Flood Fund Grant	$69,620	2023	Living shoreline and stormwater improvements at Hoskins Creek Park
Virginia Land Conservation Foundation Grant	$200,000	2023	Partial reimbursement for the 2021 acquisition of the Captain Thomas property (Hoskins Creek site) for public waterfront access
Virginia Tourism Corporation (VTC) DMO Grant	$60,000	2025	Three unique programs that showcase what the region has to offer, aimed at boosting tourism
Virginia Community Flood Preparedness Fund Grant	$5,461,088	2026	Supporting flood mitigation and recreational improvements at Rappahannock River Park

Source: tappahannock-va.gov; rapptimes.news; dhcd.virginia.gov; rivercountrynews.com
Image Source: Town of Tappahannock

Disclaimers

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CRITICAL ASSUMPTIONS

Our conclusions are based on our analysis of the information available from our own sources and from the client as of the date of this report. We assume that the information is correct, complete, and reliable.

We made certain assumptions about the future performance of the global, national, and local economy and real estate market, and on other factors similarly outside either our control or that of the client. We analyzed trends and the information available to us in drawing these conclusions. However, given the fluid and dynamic nature of the economy and real estate markets, as well as the uncertainty surrounding particularly the near-term future, it is critical to monitor the economy and markets continuously and to revisit the aforementioned conclusions periodically to ensure that they are reflective of changing market conditions.

It is important to recognize that stable and moderate growth patterns are historically not sustainable over extended periods of time, the economy is cyclical, and real estate markets are typically highly sensitive to business cycles. Further, it is very difficult to predict when inflection points in economic and real cycles will occur.

With the above in mind, we assume that the long-term average absorption rates and price changes will be as projected, realizing that most of the time performance will be either above or below said average rates.

Our analysis does not consider the potential impact of future economic shocks on the national and/or local economy, and does not consider the potential benefits from major "booms" that may occur. Similarly, the analysis does not reflect the residual impact on the real estate market and the competitive environment of such a shock or boom. Also, it is important to note that it is difficult to predict changing consumer and market psychology.

As such, we recommend the close monitoring of the economy and the marketplace, and updating this analysis as appropriate.

Further, the project and investment economics should be “stress tested” to ensure that potential fluctuations in revenue and cost assumptions resulting from alternative scenarios regarding the economy and real estate market conditions will not cause failure.

In addition, we assume that the following will occur in accordance with current expectations:

- Economic, employment, and household growth
- Other forecasts of trends and demographic and economic patterns, including consumer confidence levels
- The cost of development and construction
- Tax laws (i.e., property and income tax rates, deductibility of mortgage interest, and so forth)
- Availability and cost of capital and mortgage financing for real estate developers, owners and buyers
- Competitive projects will be developed as planned (active and future) and that a reasonable stream of supply offerings will satisfy real estate demand
- Major public works projects occur and are completed as planned

Should any of the above change, this analysis should be updated, with the conclusions reviewed accordingly (and possibly revised).

GENERAL LIMITING CONDITIONS

Reasonable efforts have been made to ensure that the data contained in this study reflect accurate and timely information and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by RCLCO from its independent research effort, general knowledge of the industry, and consultations with the client and its representatives. No responsibility is assumed for inaccuracies in reporting by the client, its agent, and representatives or in any other data source used in preparing or presenting this study. This report is based on information that to our knowledge was current as of the date of this report, and RCLCO has not undertaken any update of its research effort since such date.

Our report may contain prospective financial information, estimates, or opinions that represent our view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by RCLCO that any of the projected values or results contained in this study will be achieved.

Possession of this study does not carry with it the right of publication thereof or to use the name of "Robert Charles Lesser & Co." or "RCLCO" in any manner without first obtaining the prior written consent of RCLCO. No abstracting, excerpting, or summarization of this study may be made without first obtaining the prior written consent of RCLCO. This report is not to be used in conjunction with any public or private offering of securities or other similar purpose where it may be relied upon to any degree by any person other than the client without first obtaining the prior written consent of RCLCO. This study may not be used for any purpose other than that for which it is prepared or for which prior written consent has first been obtained from RCLCO.



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Appendix
October 2026

TOWN OF DUMFRIES

Small Area Plans