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Table 30-1: Potomac, Land Use Indicators (2024)

Characteristic	Value
Total area (acres)	17,329
Total development (square feet)	56,675,558
<i>Key environmental indicators</i>	
Parkland (acres)	3,282
Tree canopy cover (percent)	54.39
<i>Key development types</i>	
Office use (square feet)	187,729
Retail use (square feet)	2,164,445
Industrial use (square feet)	0
Other use (square feet)	5,465,179
Residential use (dwelling units)	16,747

Source: Montgomery Planning; Maryland State Department of Assessments and Taxation (August 2024).

Table 30-2: Potomac, Places of Interest (2024)

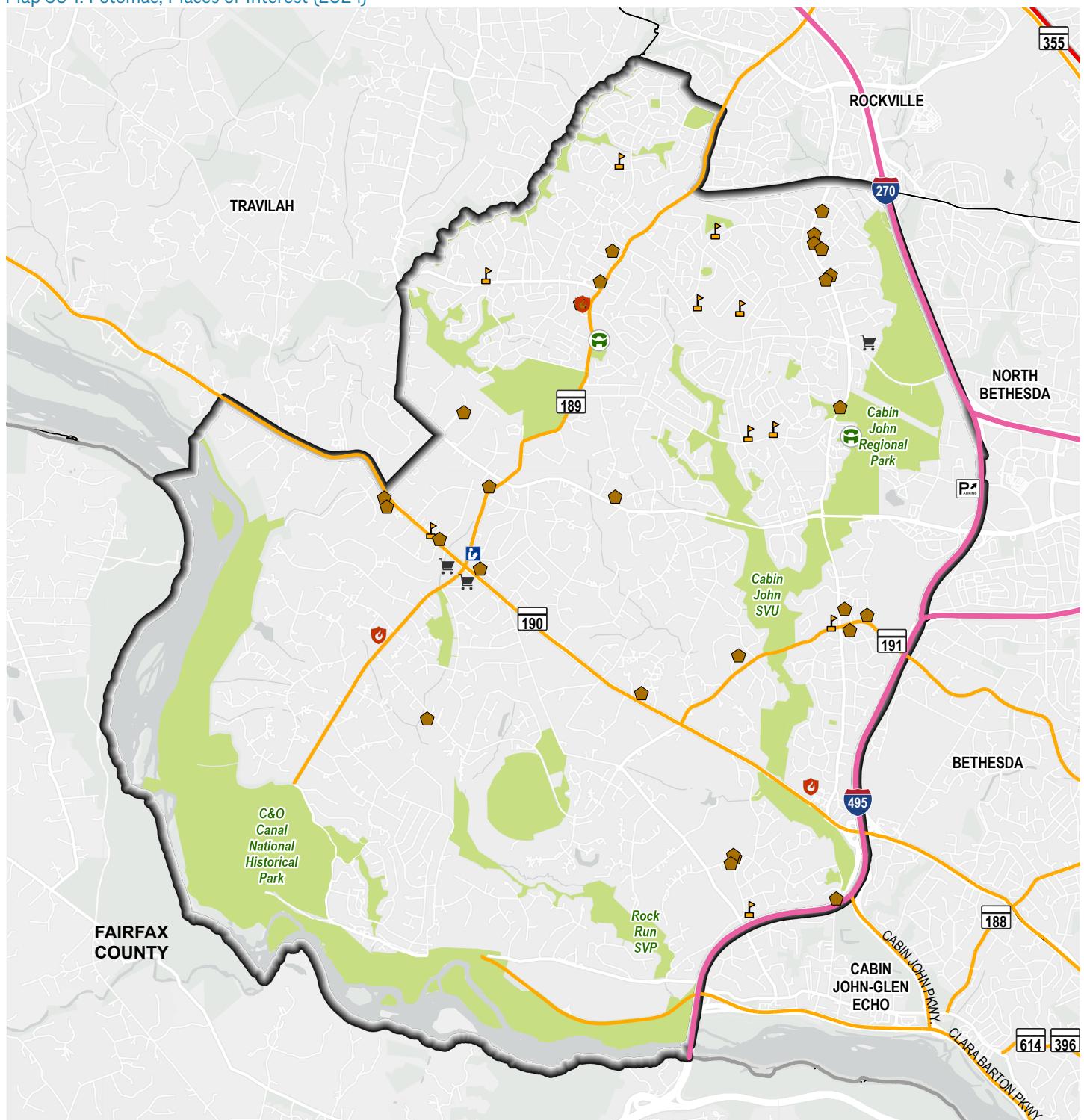
Place of Interest	Number
Fire Station	3
Grocery Store	3
Healthcare Facility	0
Library	1
Place of Worship	27
Police Facility	0
Public School	10
Recreation Center	2

Source: Montgomery Planning (August 2024).

Named for the Potomac River, which forms its southern and western boundary with Fairfax County, VA, Potomac is located in the southern part of the county. I-495 and I-270 form the CTA's eastern boundary; two major roads, Routes 189 (Falls Road) and 190 (River Road) connect large portions of the community to the interstate routes (see Map 30-1). A primarily low-density residential area, Potomac has 46% of its land dedicated to single-family detached homes, and another 25% classified as park or open space/recreation land (see Map 30-2). The latter includes several private golf courses, Cabin John Stream Valley Park, and the Chesapeake and Ohio (C&O) National Historical Park along the Potomac River. The community also has nearly 2.2 million square feet of retail use (see Table 30-1); 77% of this space is part of Westfield Montgomery Mall, with its nearly 1.4 million square feet, and adjacent commercial developments in the CTA's eastern section next to I-270. A much smaller commercial node at Potomac Village Center, where Falls Road and River Road intersect, has two grocery stores and public facilities including the Potomac Library and Potomac Elementary School. Outside of these two commercial areas are three fire stations, two recreation centers, and nine other public schools scattered throughout the community. About one-third of the "Other use" development space noted in Table 30-1 belongs to the U.S. Naval Surface Warfare Center (NSWC) Carderock Division, which occupies 1.9 million square feet on the large institutional/community facility parcel in the CTA's southern portion, west of I-495's crossing of the Potomac River.



Map 30-1: Potomac, Places of Interest (2024)



Community Trends Area Boundary

Freeway

Major Road

Metrorail Line

MARC Line

Park and Ride Lot

Park

Fire Station

Grocery Store

Library

Place of Worship

Public School

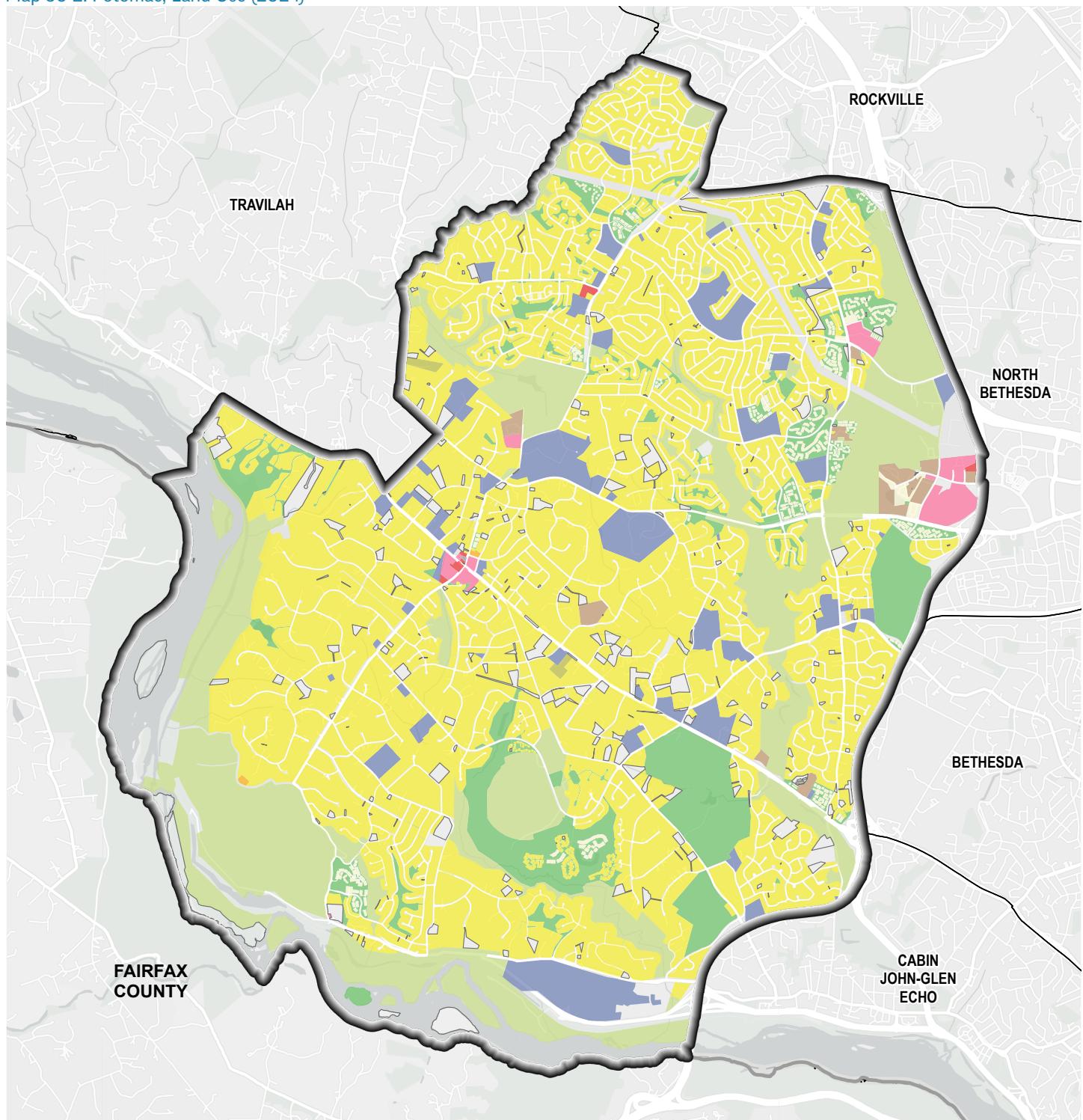
Recreation Center



0  $\frac{1}{2}$  1 Miles

Source: Montgomery Planning (August 2024).

Map 30-2: Potomac, Land Use (2024)



Community  
Trends Area  
Boundary

Agriculture

Cultural

Institutional/  
Community  
Facility

Multi-Family

Office

Open Space/  
Recreation

Parks

Retail

Single Family  
Attached

Single Family  
Detached

Utility

Vacant

Warehouse



0  $\frac{1}{2}$  1 Miles

Source: Montgomery Planning (August 2024).

Table 30-3: Potomac, Land Use (2024)

Land Use Category	Percent of Land Area*	Land Use Category	Percent of Land Area*
Agriculture	< 1.0%	Parks	17.7%
Cultural	< 1.0%	Research and Development	< 1.0%
Industrial	< 1.0%	Retail	< 1.0%
Institutional/Community Facility	5.0%	Single-Family Attached	< 1.0%
Mixed-Use Office	< 1.0%	Single-Family Detached	45.9%
Multi-Family	< 1.0%	Utility	< 1.0%
Office	< 1.0%	Vacant	3.2%
Open Space/Recreation	7.5%	Warehouse	< 1.0%
Parking and Transportation	< 1.0%		

\* Percents do not add up to 100% as rights-of-way are excluded.

Source: Montgomery Planning (August 2024).



# PEOPLE

Potomac had little overall population growth after 2010, with 44,493 residents in 2022. The population ages 65 and over was the fastest growing age group, increasing by 33%. In contrast, the community had a relatively low percentage (53%) of working-age adults ages 18 to 64 in 2022, and the population ages 35 to 64 declined by 11%. Potomac became more racially diverse in this time period, with significantly more Asian and Hispanic residents whose populations grew by 30% and 54%, respectively. The CTA's population is highly educated, with 55% of adults ages 25 and over having at least a graduate or professional degree in 2022.

The distribution of household composition remained relatively stable, with families as the most common household type; slightly more than one-third of all households had children throughout this time period. A majority of households in this generally wealthy

community earned \$200,000 or more in 2022; however, the 19% growth in average household income for the 2010-2022 period did not keep pace with inflation and was just half of the county's growth rate of 38% in that same period. In 2010 and 2016, 10% of employed residents worked from home; this figure increased to 28% by 2022 following the COVID-19 pandemic.



*Potomac's population is highly educated, with 55% of adults ages 25 and over having at least a graduate or professional degree in 2022.*

Table 30-4: Potomac, Age

Age	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
<i>Total population</i>	43,878	100%	45,087	100%	44,493	100%
0 to 4 years	2,330	5%	2,080	5%	1,951	4%
5 to 17 years	9,163	21%	9,226	20%	8,847	20%
18 to 34 years	4,235	10%	4,993	11%	5,371	12%
35 to 44 years	5,864	13%	4,744	11%	4,824	11%
45 to 64 years	14,743	34%	14,542	32%	13,463	30%
65 years and older	7,543	17%	9,502	21%	10,037	23%

*Estimates and percentages may not sum to totals due to rounding.*

Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.

Table 30-5: Potomac, Race and Hispanic Ethnicity

Race and Hispanic Ethnicity	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
<i>Total population</i>	43,878	100%	45,087	100%	44,493	100%
White, non-Hispanic	30,744	70%	29,703	66%	25,999	58%
Black or African American, non-Hispanic	2,720	6%	2,285	5%	2,569	6%
Asian, non-Hispanic	7,030	16%	8,304	18%	9,132	21%
Other races, non-Hispanic	*	*	1,128	3%	2,403	5%
Hispanic or Latino	2,850	6%	3,667	8%	4,390	10%

*\* Estimates are not reliable.*

*Estimates and percentages may not sum to totals due to rounding.*

Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.

Table 30-6: Potomac, English Language Usage and Ability

English Language Usage and Ability	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Population ages 5 years and over	41,548	100%	43,007	100%	42,542	100%
Speak non-English language at home	13,652	33%	14,359	33%	16,351	38%
Speak English less than “very well”	*	*	3,819	9%	3,833	9%

\* Estimates are not reliable.

Estimates and percentages may not sum to totals due to rounding.

Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.

Table 30-7: Potomac, Educational Attainment

Educational Attainment	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Population ages 25 years and over	30,214	100%	31,169	100%	30,672	100%
No high school degree	*	*	799	3%	756	2%
High school degree or some college education	5,492	18%	4,998	16%	3,777	12%
Bachelor’s degree only	9,312	31%	9,441	30%	9,199	30%
Graduate or professional degree	14,529	48%	15,931	51%	16,940	55%

\* Estimates are not reliable.

Estimates and percentages may not sum to totals due to rounding.

Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.

Table 30-8: Potomac, Commuting Mode and Household Vehicle Availability

Commuting Mode and Household Vehicle Availability	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Workers ages 16 years and over	21,010	100%	21,000	100%	20,976	100%
Commuting by driving	17,180	82%	16,705	80%	13,464	64%
Car-free commute	1,581	8%	2,038	10%	1,344	6%
Worked from home	2,144	10%	2,010	10%	5,791	28%
Percent of households with no vehicles	*	*	476	3%	515	3%

\* Estimates are not reliable.

Estimates and percentages may not sum to totals due to rounding.

Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.

Table 30-9: Potomac, Household Type

Household Type	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Total number of households	15,647	100%	15,805	100%	15,331	100%
Family households	12,816	82%	12,786	81%	12,267	80%
Families with children	5,852	37%	5,726	36%	5,551	36%
Single-parent families with children	*	*	620	4%	601	4%
Nonfamily multi-person households	*	*	305	2%	323	2%
Nonfamily single-person households	2,533	16%	2,714	17%	2,741	18%
Average household size	2.79	NA	2.83	NA	2.88	NA

NA Not Applicable.

\* Estimates are not reliable.

Estimates and percentages may not sum to totals due to rounding.

Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.

Table 30-10: Potomac, Household Income

Household Income	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Total number of households	15,647	100%	15,805	100%	15,331	100%
Less than \$50,000	1,812	12%	1,757	11%	1,577	10%
\$50,000 to \$99,999	2,535	16%	2,322	15%	2,013	13%
\$100,000 to \$149,999	2,758	18%	2,280	14%	1,694	11%
\$150,000 to \$199,999	2,029	13%	2,341	15%	1,689	11%
\$200,000 or more	6,513	42%	7,105	45%	8,358	55%
Average household income	\$244,221	NA	\$244,612	NA	\$290,925	NA

NA Not Applicable.

Estimates and percentages may not sum to totals due to rounding.

Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.



# /// HOUSING

In this mostly residential area, single-family detached units comprised 73% of Potomac's housing stock, while townhouses and multi-family units formed the remainder. Nearly 800 new units (5% of the housing stock) were built after 2010; almost half of these were multi-family units, and most were part of The Rae Apartments near Westfield Montgomery Mall. This community had a high homeownership rate of 88% in 2022, with little change over time and in line with the prevalence of single-family

housing. Potomac averaged among the top five among CTAs in the county for home values in 2022 and was one of just five CTAs where average home values surpassed \$1 million after 2010 (see Table 30-12 and Figure 30-1). Further, 76% of homeowners with a mortgage paid \$3,000 or more in monthly housing costs in 2022, up from 66% in 2010. Average gross rent grew by 55% since 2010, but less than half of renter households were burdened by housing costs in 2022.

Table 30-11: Potomac, Housing Units by Year Built, Age, and Type (2024)

Year Built	Total Units Number	Total Units %	Single-Family Detached Number	Single-Family Detached %	Single-Family Attached Number	Single-Family Attached %	Multi-Family Number	Multi-Family %
Total housing units	16,747	100%	12,302	100%	2,492	100%	1,953	100%
Before 1960	538	3%	503	4%	0	0%	35	2%
1960 to 1969	4,394	26%	4,103	33%	1	0%	290	15%
1970 to 1979	5,279	32%	3,400	28%	850	34%	1,029	53%
1980 to 1989	3,534	21%	2,325	19%	1,075	43%	134	7%
1990 to 1999	1,591	10%	1,185	10%	406	16%	0	0%
2000 to 2009	597	4%	495	4%	30	1%	72	4%
2010 or later	814	5%	291	2%	130	5%	393	20%
Unknown year	0	0%	0	0%	0	0%	0	0%
Average year built*	1979	NA	1976	NA	1985	NA	1985	NA
Average age*	45	NA	48	NA	39	NA	39	NA

NA Not Applicable.

\* Excludes housing units for which the year built is unknown.

Percentages may not sum to totals due to rounding.

Source: Montgomery Planning; Maryland State Department of Assessments and Taxation (August 2024).

Table 30-12: Potomac, Homeownership and Housing Affordability

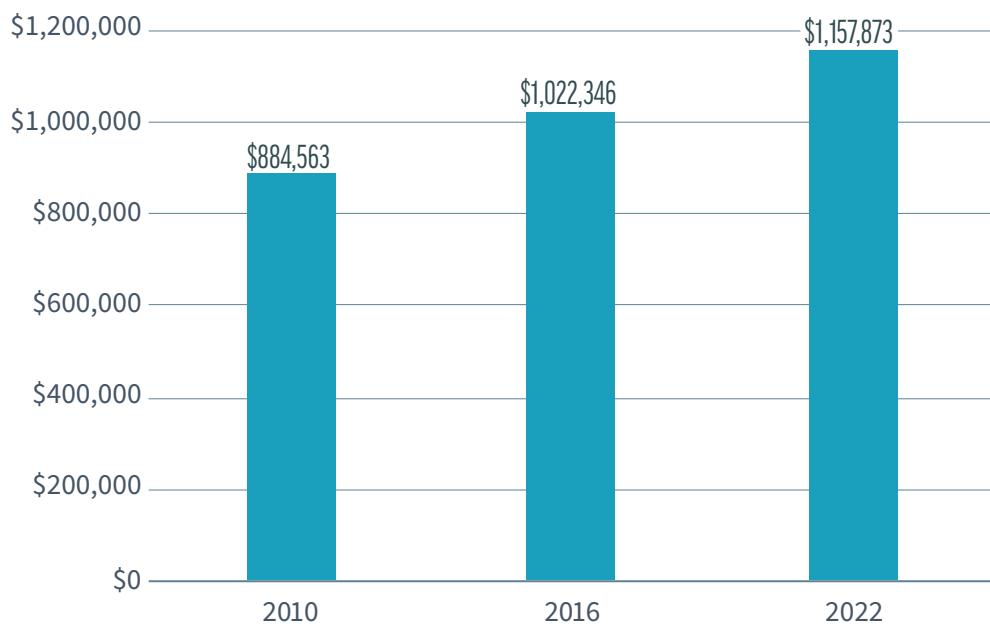
Homeownership and Housing Affordability	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Homeownership rate	13,879	89%	13,745	87%	13,420	88%
Average homeowner costs (with mortgage)	\$4,026	NA	\$4,037	NA	\$4,812	NA
Average housing value (for homeowners)	\$884,563	NA	\$1,022,346	NA	\$1,157,873	NA
Rent-burdened households	*	*	671	36%	673	42%
Average gross rent	\$1,593	NA	\$1,982	NA	\$2,470	NA

NA Not Applicable.

\* Estimates are not reliable.

Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.

Figure 30-1: Potomac, Average Housing Value for Homeowners (2010, 2016, 2022)



Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.

