North Potomac

Table 28-1: North Potomac, Land Use Indicators (2024)

Characteristic	Value
Total area (acres)	4,210
Total development (square feet)	20,621,194
Key environmental indicators	
Parkland (acres)	597
Tree canopy cover (percent)	45.98
Key development types	
Office use (square feet)	966,730
Retail use (square feet)	231,222
Industrial use (square feet)	0
Other use (square feet)	1,105,766
Residential use (dwelling units)	8,472

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

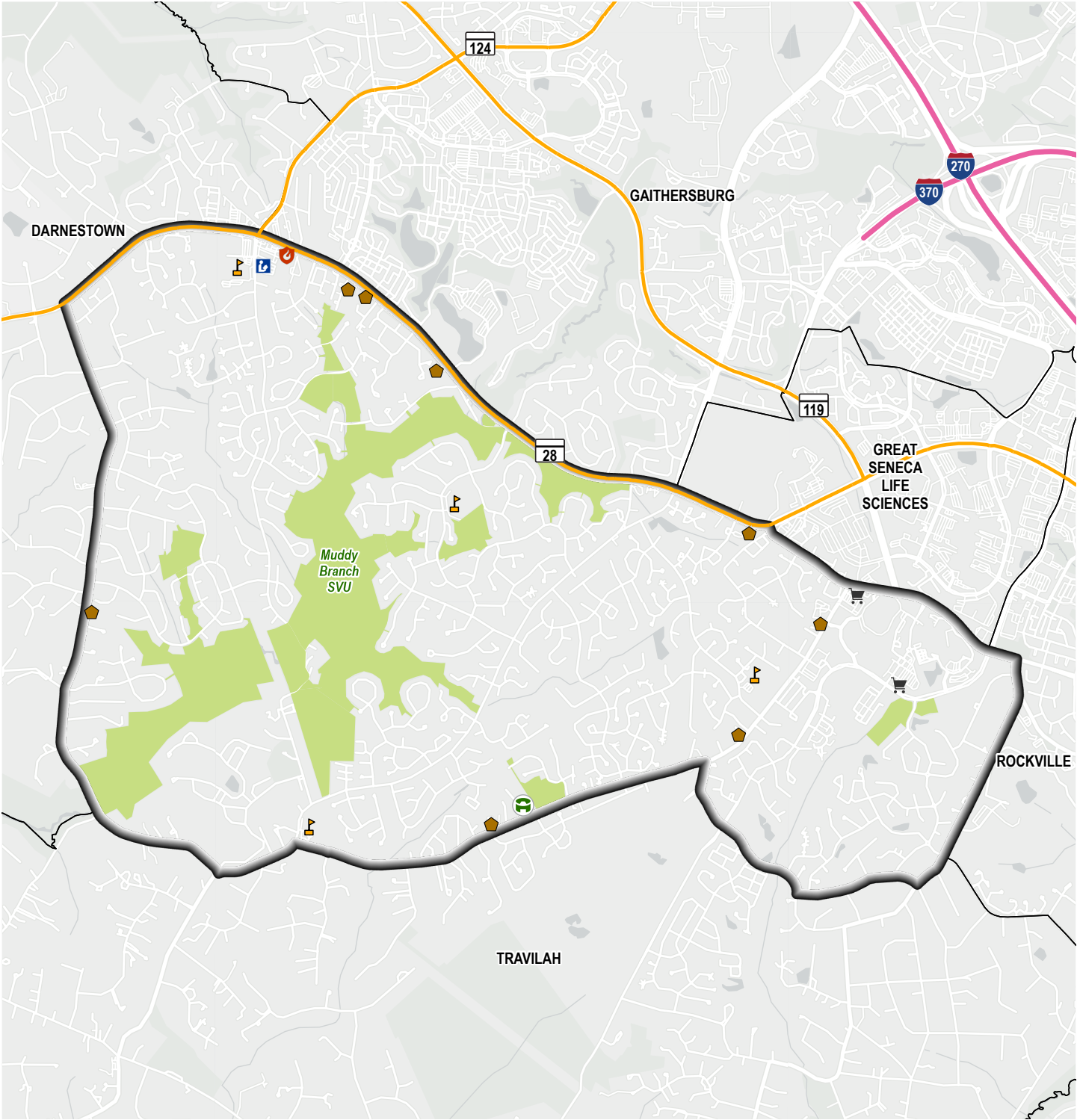## Table 28-2: North Potomac, Places of Interest (2024)

Place of Interest	Number
Fire Station	1
Grocery Store	2
Healthcare Facility	0
Library	1
Place of Worship	8
Police Facility	0
Public School	4
Recreation Center	1

Source: Montgomery Planning (August 2024).

North Potomac is located south of the Gaithersburg and Great Seneca Life Sciences CTAs and Route 28 (Darnestown Road) and bordered by the Darnestown and Travilah CTAs to its west and south, respectively, and the City of Rockville to its east (see Map 28-1). The Muddy Branch Stream Valley Park runs through the heart of the community and is a prominent part of the 28% of the CTA's land categorized as parks or open space/recreation use. As a predominantly residential community, North Potomac uses 45% of its land for single-family detached homes, but clusters of commercial and institutional uses exist along Darnestown Road (see Map 28-2). The community's eastern part has multi-family, retail, office, and bioscience developments, and the Universities of Shady Grove, located on the large institutional/community facility parcel, has 460,000 square feet of space, or 42% of the 1.1 million square feet of "Other use" development in Table 28-1. A smaller cluster in the community's northwestern area includes retail developments and public facilities, such as Rockville Volunteer Fire Department Station 31, Quince Orchard Library, and Quince Orchard High School, one of the community's four public schools. A single recreation center, the Nancy H. Dacek North Potomac Community Recreation Center, is near the CTA's southern edge.
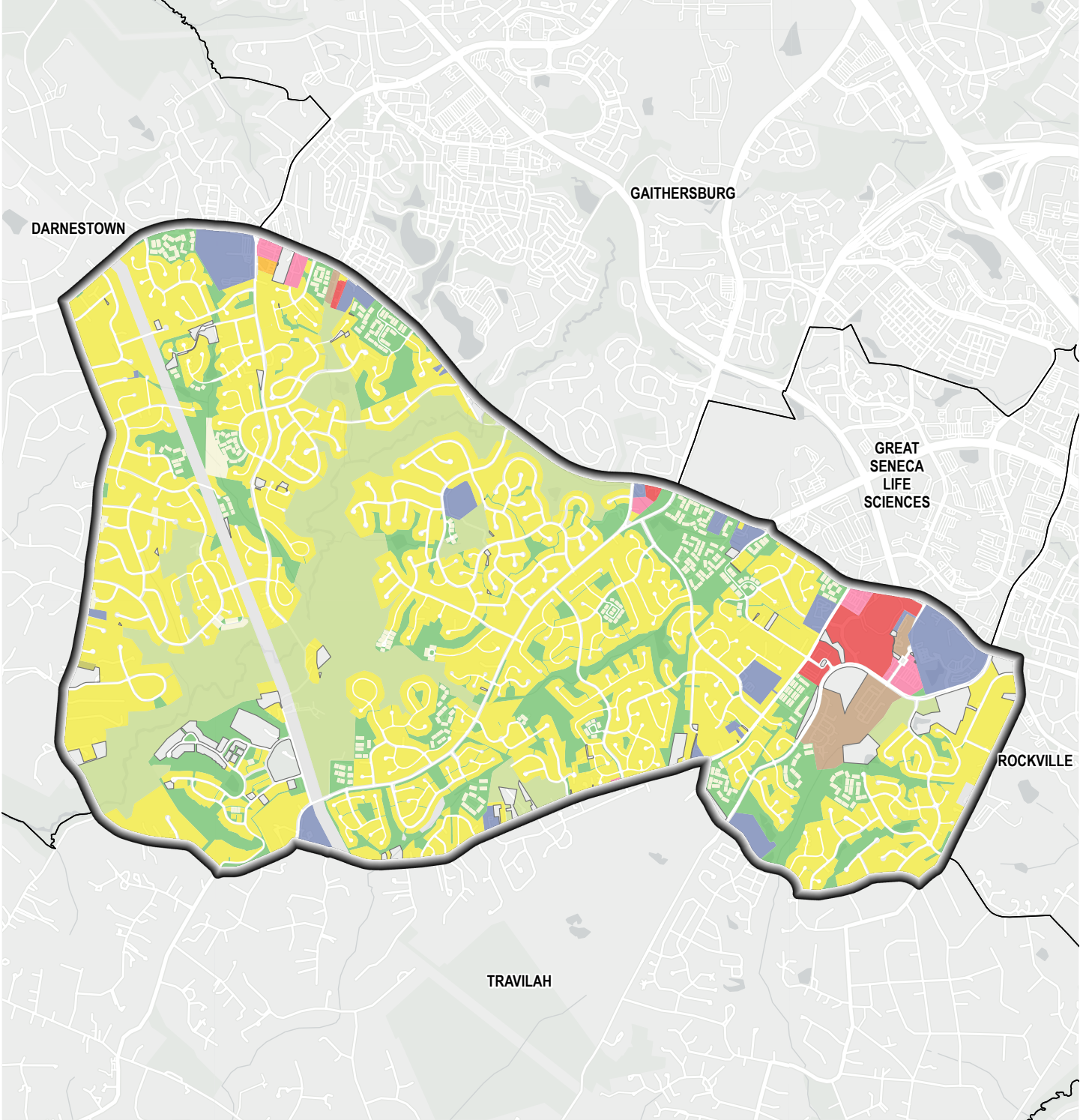
Map 28-1: North Potomac, Places of Interest (2024)

Community Trends Area Boundary

Freeway

Major Road

Park

Fire Station

Grocery Store

Library

Place of Worship

Public School

Recreation Center

N

0   ½   1

Miles

Source: Montgomery Planning (August 2024).

Map 28-2: North 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

N

0   ½   1
Miles

Source: Montgomery Planning (August 2024).

Table 28-3: North Potomac, Land Use (2024)

Land Use Category	Percent of Land Area*
Agriculture	< 1.0%
Cultural	< 1.0%
Industrial	< 1.0%
Institutional/Community Facility	3.8%
Mixed-Use Office	< 1.0%
Multi-Family	1.3%
Office	1.4%
Open Space/Recreation	14.0%
Parking and Transportation	< 1.0%

Land Use Category	Percent of Land Area*
Parks	14.4%
Research and Development	< 1.0%
Retail	< 1.0%
Single-Family Attached	2.3%
Single-Family Detached	44.5%
Utility	2.0%
Vacant	3.2%
Warehouse	< 1.0%

* Percents do not add up to 100% as rights-of-way are excluded.
Source: Montgomery Planning (August 2024).

Home to 24,692 residents in 2022, North Potomac experienced little change in total population from 2010 to 2022. The number of children and people ages 35 to 44 declined, but the community gained both young adults and older adult residents—the population ages 18 to 34 grew by 50%, while the age 65 and over group increased the fastest (138%). With fewer residents under age 18, the share of households with children also declined from 50% to 39% over this time period, even as the percentage of family households remained fairly constant. Also, the large and growing concentration of Asian residents increased from 35% to 41% of the total population, one of the highest percentages of any community in the county. The small Hispanic population grew by 95% and was one of the fastest growing racial or ethnic groups. Likely related to the size and growth of the Asian and Hispanic populations, nearly half of residents spoke a language other than English at home. Education levels were consistently high over time, with approximately three-quarters of residents ages 25 and

over having at least a bachelor's degree; the majority of this group also had a graduate or professional degree (see Table 28-7 and Figure 28-1). Only households earning $200,000 or more increased in number from 2010 to 2022, growing by 62%, but the 28% growth in the average household income was less than the county's growth rate of 38%. Finally, many residents transitioned to working from home after the COVID-19 pandemic began, increasing from 7% of all workers in 2010 and 2016 to 32% in 2022.

Nearly half of North Potomac's residents spoke a language other than English at home.

Table 28-4: North Potomac, Age

Age	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Total population	*25,025*	*100%*	*24,148*	*100%*	*24,692*	*100%*
0 to 4 years	1,294	5%	961	4%	930	4%
5 to 17 years	6,251	25%	5,260	22%	4,465	18%
18 to 34 years	2,830	11%	3,483	14%	4,246	17%
35 to 44 years	4,237	17%	3,156	13%	2,929	12%
45 to 64 years	8,567	34%	8,416	35%	7,727	31%
65 years and older	1,846	7%	2,872	12%	4,395	18%

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 28-5: North Potomac, Race and Hispanic Ethnicity

Race and Hispanic Ethnicity	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Total population	*25,025*	*100%*	*24,148*	*100%*	*24,692*	*100%*
White, non-Hispanic	13,438	54%	12,140	50%	9,959	40%
Black or African American, non-Hispanic	1,385	6%	1,483	6%	1,815	7%
Asian, non-Hispanic	8,792	35%	8,266	34%	10,027	41%
Other races, non-Hispanic	*	*	893	4%	1,160	5%
Hispanic or Latino	886	4%	1,366	6%	1,731	7%

* 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 28-6: North 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	*23,731*	*100%*	*23,187*	*100%*	*23,762*	*100%*
Speak non-English language at home	11,003	46%	10,302	44%	11,658	49%
Speak English less than "very well"	3,581	15%	3,004	13%	3,539	15%

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 28-7: North Potomac, Educational Attainment

Educational Attainment	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Population ages 25 years and over	*15,894*	*100%*	*16,087*	*100%*	*16,836*	*100%*
No high school degree	*	*	289	2%	678	4%
High school degree or some college education	3,593	23%	3,556	22%	3,403	20%
Bachelor's degree only	5,150	32%	4,981	31%	5,620	33%
Graduate or professional degree	6,548	41%	7,261	45%	7,135	42%

* 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 28-8: North 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	*12,412*	*100%*	*12,760*	*100%*	*12,553*	*100%*
Commuted by driving	10,404	84%	10,631	83%	7,752	62%
Car-free commute	1,128	9%	1,136	9%	624	5%
Worked from home	842	7%	875	7%	4,061	32%
Percent of households with no vehicles	*	*	254	3%	345	4%

* 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 28-9: North Potomac, Household Type

Household Type	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Total number of households	*8,142*	*100%*	*7,987*	*100%*	*8,272*	*100%*
Family households	6,771	83%	6,803	85%	6,776	82%
Families with children	4,048	50%	3,284	41%	3,190	39%
Single-parent families with children	477	6%	469	6%	430	5%
Nonfamily multi-person households	*	*	156	2%	261	3%
Nonfamily single-person households	1,195	15%	1,028	13%	1,235	15%
Average household size	*3.07*	*NA*	*3.02*	*NA*	*2.98*	*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 28-10: North Potomac, Household Income

Household Income	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Total number of households	8,142	100%	7,987	100%	8,272	100%
Less than $50,000	*	*	1,059	13%	895	11%
$50,000 to $99,999	1,265	16%	1,456	18%	1,179	14%
$100,000 to $149,999	2,013	25%	1,450	18%	1,252	15%
$150,000 to $199,999	1,481	18%	1,314	16%	1,274	15%
$200,000 or more	2,261	28%	2,708	34%	3,672	44%
Average household income	$164,822	NA	$177,824	NA	$210,568	NA

NA Not Applicable.
* Estimates are not reliable.
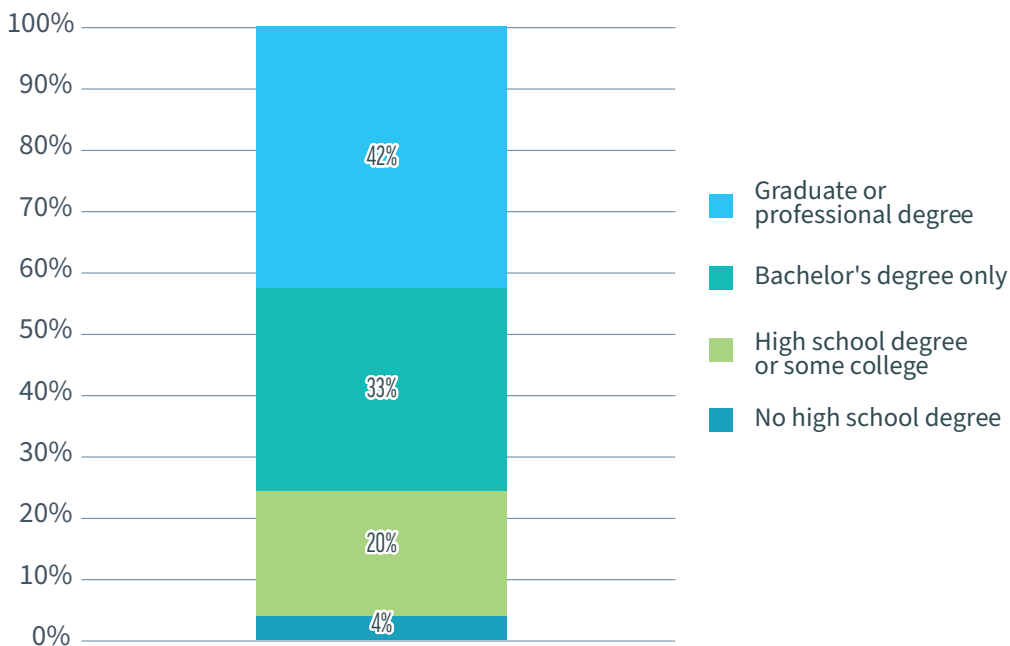*Estimates and percentages may not sum to totals due to rounding.*
Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.

Figure 28-1: North Potomac, Percent by Educational Attainment (2022)

Note: This graph refers to the population ages 25 years and older.
Source: U.S. Census Bureau, 2022 American Community Survey, 5-year estimates.

HOUSING

North Potomac is a predominantly single-family residential community in which 67% of all housing units were single-family detached homes and 24% were townhouses. North Potomac Village Condominiums and two apartment complexes (Avalon at Traville and The Gardens of Traville) are the community's only multi-family structures. Virtually all the CTA's housing stock was built after 1970, as the community was developed later than many other areas of the county. Since 2010, housing construction occurred at a slower pace than earlier decades, and only single-family detached units and townhouses were built. The community also had a relatively high and stable homeownership rate (83% in 2022), reflective of the area's many single-family neighborhoods. The average home value in North Potomac remained above the county average over time and steadily climbed since 2010, increasing by 24% to $764,000 in 2022. Average gross rent grew by 49% between 2010 and 2022, and approximately half of renters were burdened by housing costs.

Table 28-11: North 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	*8,472*	*100%*	*5,637*	*100%*	*2,048*	*100%*	*787*	*100%*
Before 1960	65	1%	65	1%	0	0%	0	0%
1960 to 1969	68	1%	68	1%	0	0%	0	0%
1970 to 1979	1,008	12%	1,008	18%	0	0%	0	0%
1980 to 1989	4,034	48%	2,783	49%	1,251	61%	0	0%
1990 to 1999	1,701	20%	1,217	22%	484	24%	0	0%
2000 to 2009	869	10%	311	6%	111	5%	447	57%
2010 or later	387	5%	185	3%	202	10%	0	0%
Unknown year	340	4%	0	0%	0	0%	340	43%
Average year built*	*1989*	*NA*	*1987*	*NA*	*1992*	*NA*	*2003*	*NA*
Average age*	*35*	*NA*	*37*	*NA*	*32*	*NA*	*21*	*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 28-12: North Potomac, Homeownership and Housing Affordability

Homeownership and Housing Affordability	2010 Estimate	2010 %	2016 Estimate	2016 %	2022 Estimate	2022 %
Homeownership rate	6,768	83%	6,692	84%	6,871	83%
Average homeowner costs (with mortgage)	*$2,986*	*NA*	*$3,044*	*NA*	*$3,523*	*NA*
Average housing value (for homeowners)	*$618,786*	*NA*	*$641,793*	*NA*	*$764,031*	*NA*
Rent-burdened households	*	*	734	57%	561	43%
Average gross rent	*$1,755*	*NA*	*$1,917*	*NA*	*$2,611*	*NA*

NA Not Applicable.
* Estimates are not reliable.
Source: U.S. Census Bureau, 2010, 2016, and 2022 American Community Survey, 5-year estimates.