

potomac yard planning + vision



DEPARTMENT OF
**PLANNING &
ZONING**

agenda

01. context

- importance for the city + region

- development (1/4 mi from metro stations)

02. planning for potomac yard

- timeline a history of change

- progression of potomac yard

- metrorail station + planning

- north potomac yard + south potomac yard

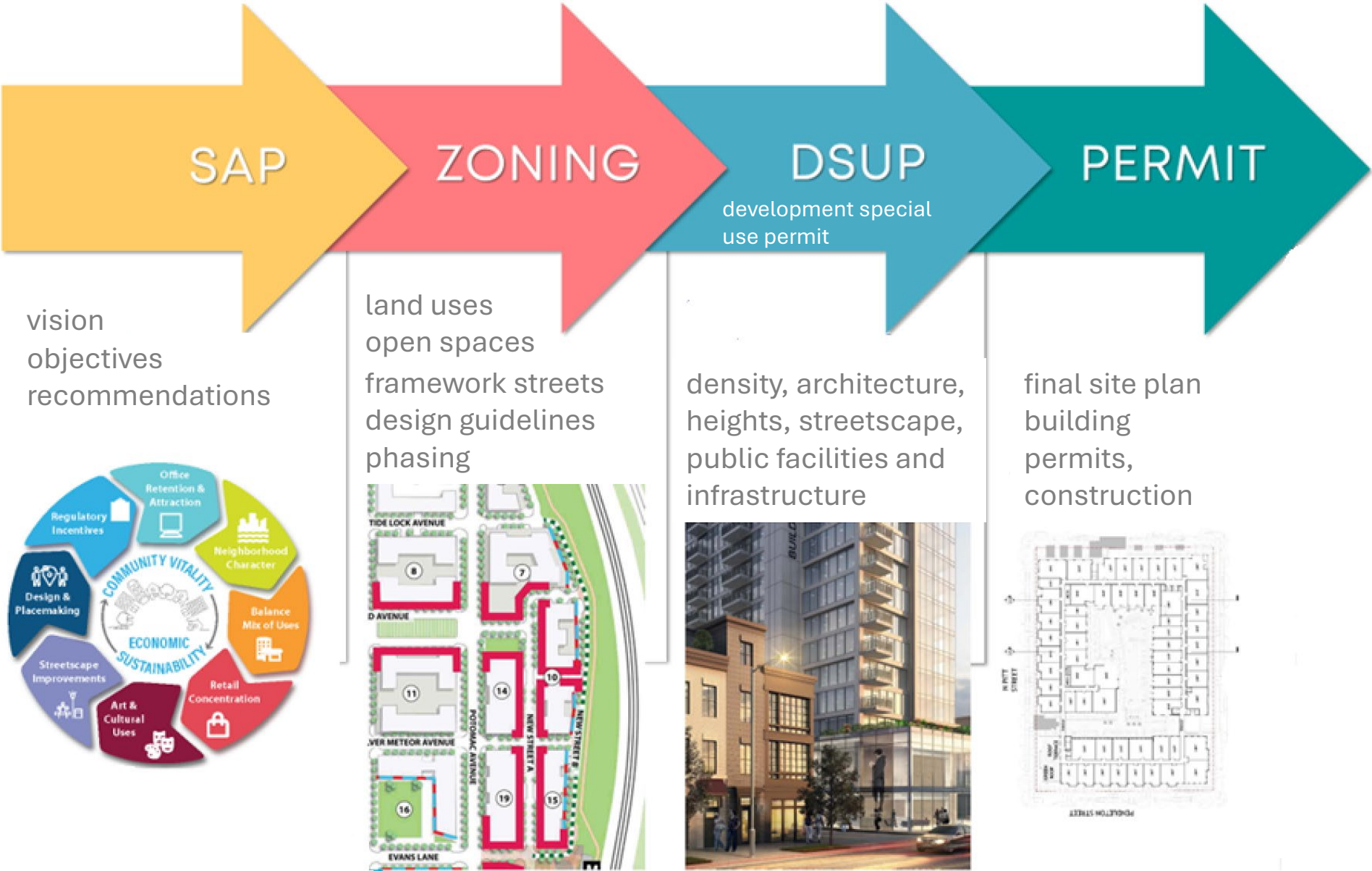
- comparison land use + building types

03. takeaways

- lessons learned: potomac yard (1999 – present)

- discussion + questions

where we are in the process



importance for the city + region



importance for the city

Scale

Size

Economic impact

Proximity to Metrorail station + transit

Potomac River (proximity + views)

Proximity to Reagan National Airport



Potomac Yard/Oakville

193 acres



Carlyle

76 acres



Eisenhower East/Carlyle

240 acres



Old Town

430 acres



Landmark Mall

61 acres

remaining development ($\frac{1}{4}$ mile from metro stations)

POTOMAC YARD

1/4-mile radii from north + south station entrances



BRADDOCK

1/4-mile radius from station entrance



KING ST - OT

1/4-mile radius from station entrance



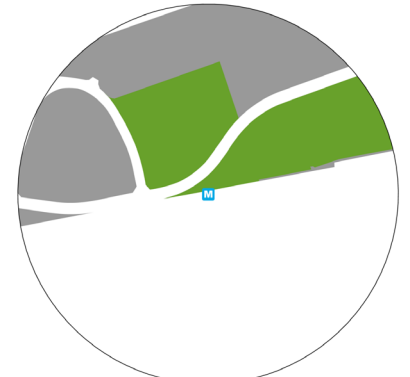
EISENHOWER

1/4-mile radius from station entrance



VAN DORN

1/4-mile radius from station entrance

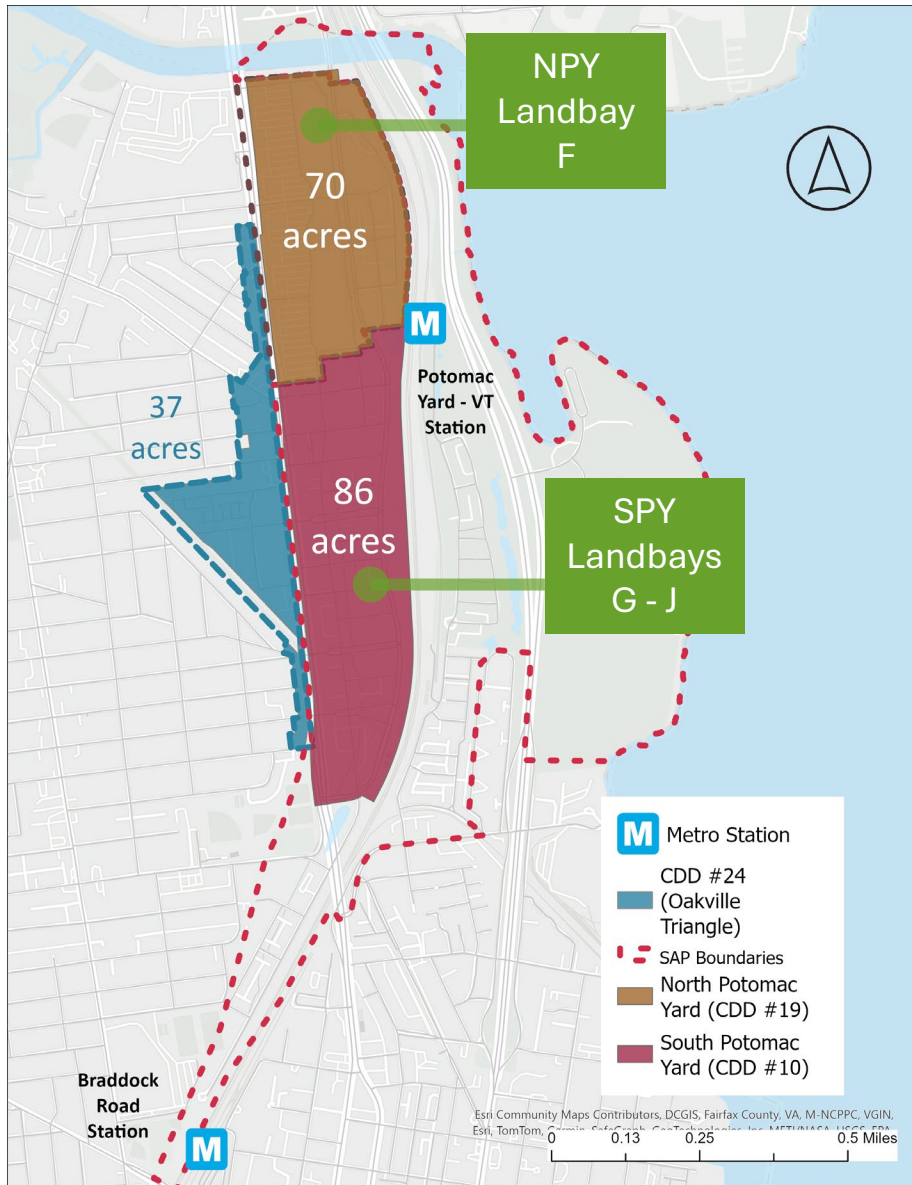


key

- developed sites and parks
- sites of planned redevelopment

timeline

a history of change



railroad + transit

1900 - 2023

1906 Southern Railway established

1906 – 1989 Active Rail Yard use (annexed into City 1930)

1989 Rail Yard decommissioned

2014 U.S. Route 1 Bus Rapid Transit (BRT) constructed

2023 PY/VT Metro Station opens

planning + redevelopment

1990 – current

1997 Potomac Yard Shopping Center constructed

1999 South Potomac Yard Master Plan + CDD approved

2010/2017 North Potomac Yard Plan + Metro Station

2013 South Potomac Yard park opens

2023/2024 Arena Proposal

2024 Oakville buildings and Inova Healthplex open

2024 North Potomac Yard Park opens

2025 Virginia Tech Innovation Campus opens

progression of potomac yard (2001-2025)



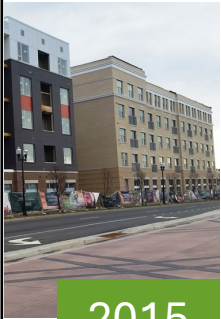
2006



2009



2012



2015



2020



2024

metrorail station + planning

1968 and 1975

Metrorail system plans identified Potomac Yard as a site for a future Metrorail station.

1992

The Potomac Yard/Potomac Greens SAP identified the potential for a Metrorail station.

2008

The Metrorail station was included in the Transportation Master Plan.

2010

The NPY SAP was adopted, envisioning a new Metrorail station.

2010

Landbays G + H were amended (use and density).

2016

DSUP approval of Metrorail station for Potomac Yard.

2023

Potomac Yard – VT Metrorail station opens.

The Metrorail station has averaged 1,670 riders/day in 2025

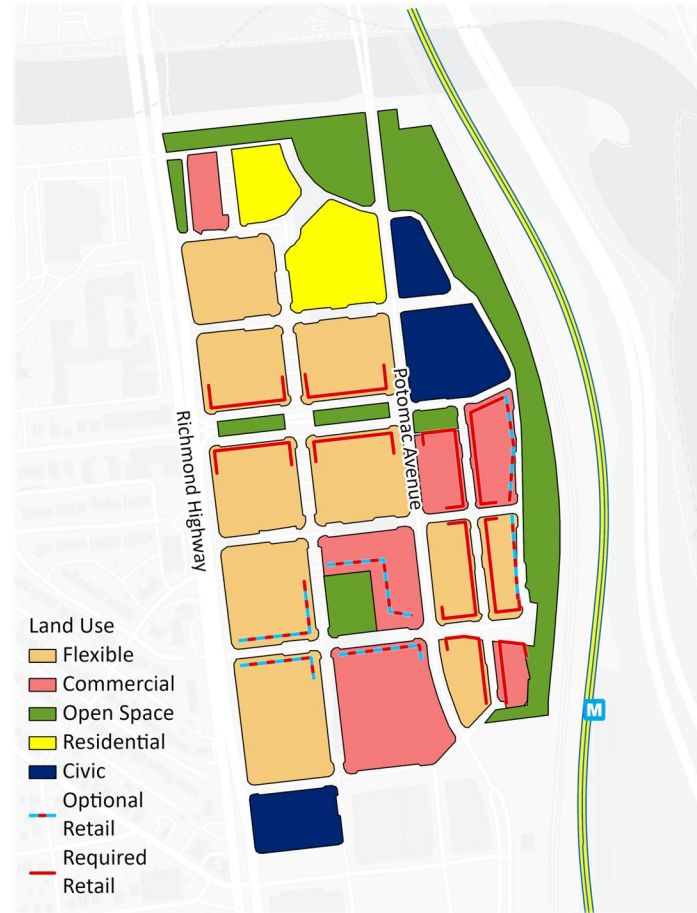


vision north potomac yard

overall vision



land uses

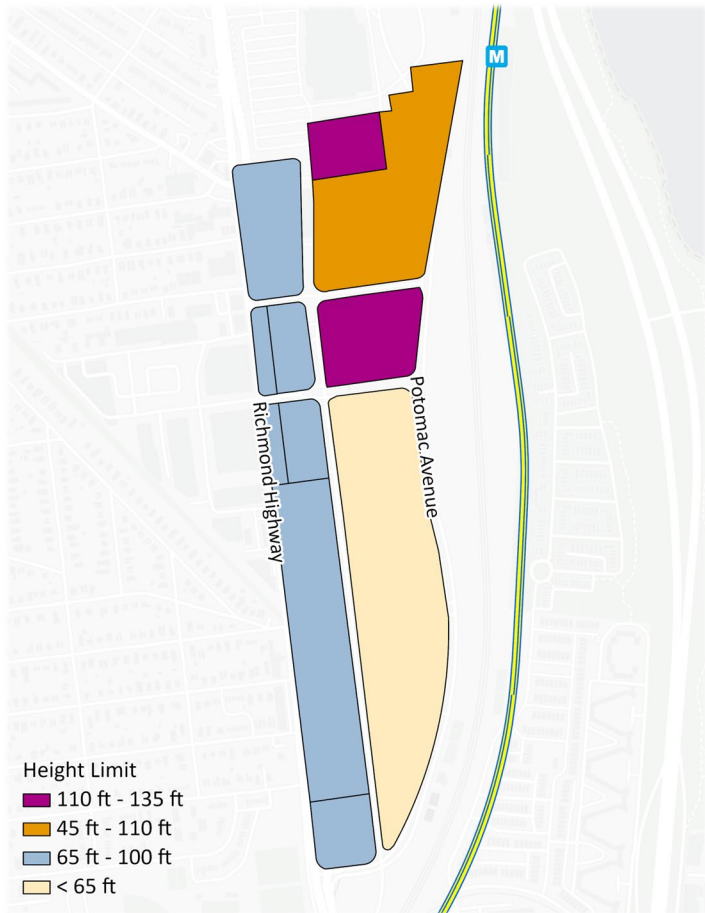


Source: North Potomac Yard Small Area Plan

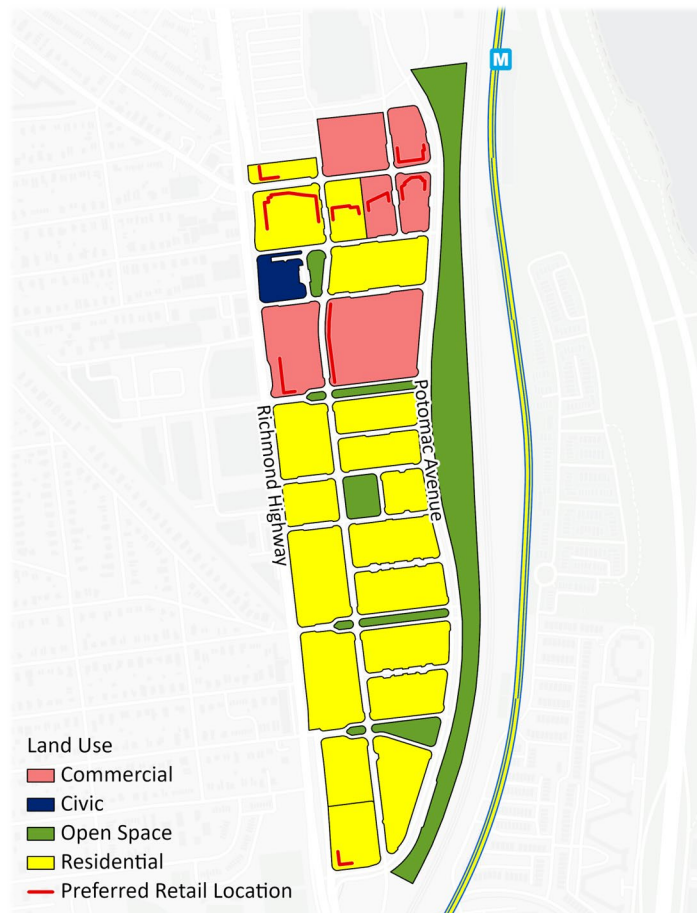
1. Long-term vision 15-20 years.
2. Continue street grid of Potomac Yard.
3. Extend transitway to connect to Arlington County
4. Extend Potomac Yard park to Four Mile Run
5. Four Mile Run and Park improvements
6. Maximize density and height near Metrorail station within FAA building height restrictions.
7. Neighborhood serving and destination retail.
8. School site reservation. (2027)
9. 8 parks (9+ acres)

vision south potomac yard

overall vision



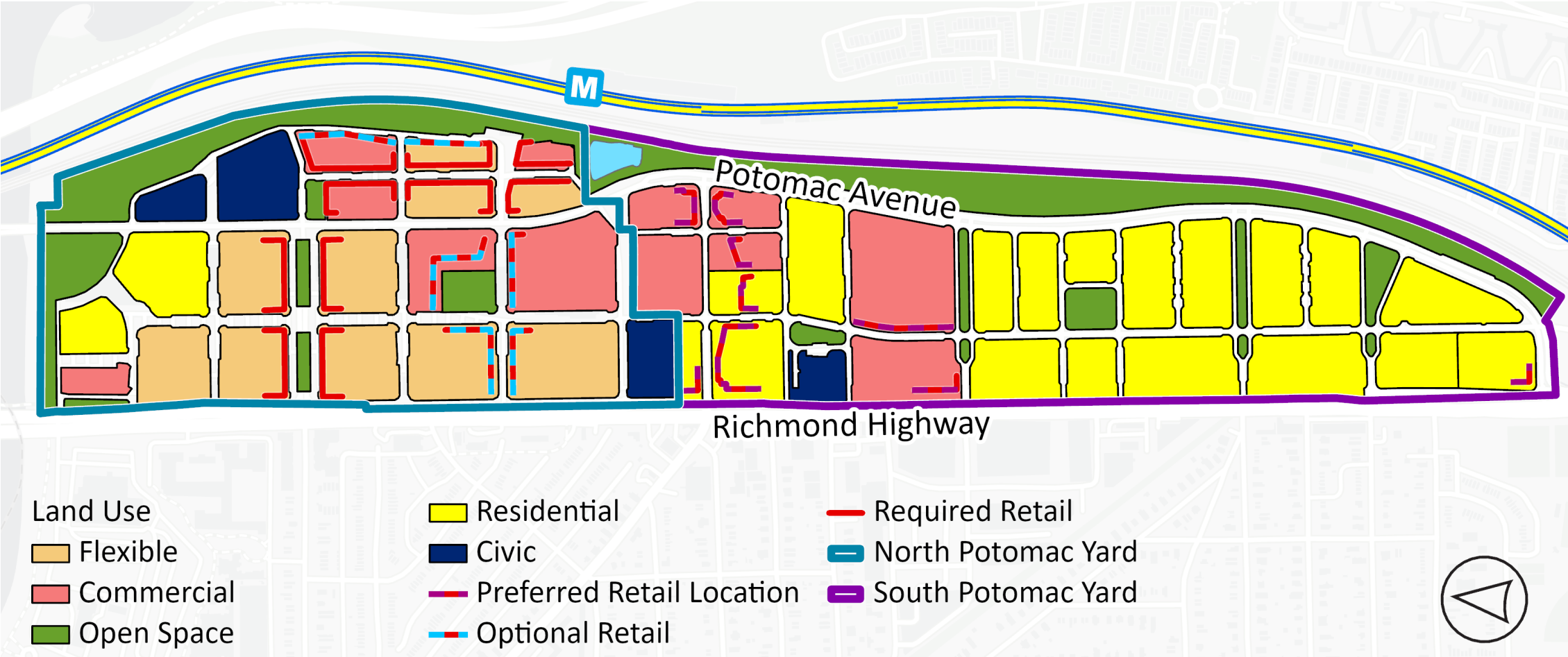
land uses



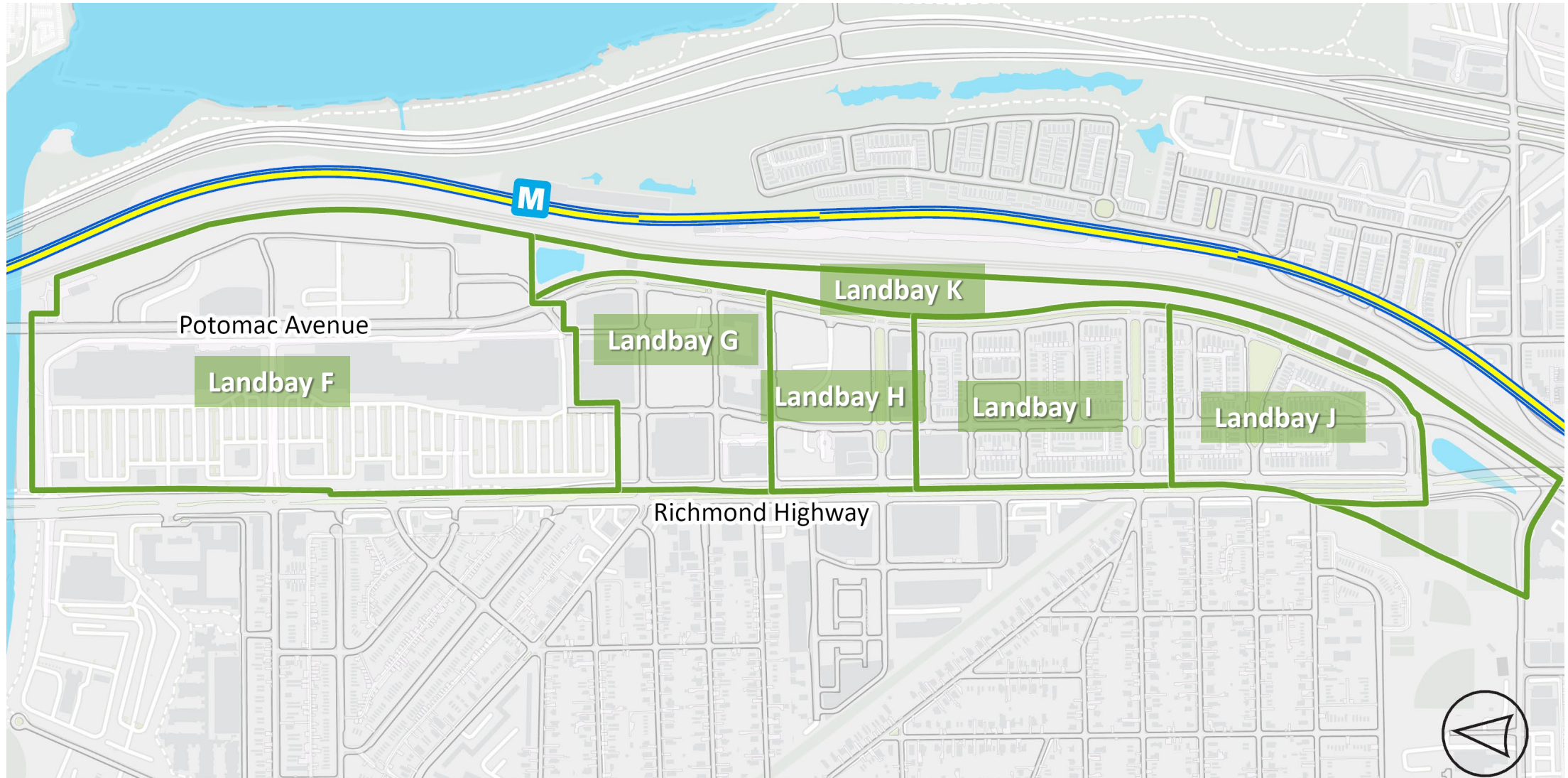
Source: Potomac Yard/Potomac Greens Small Area plan + CDD# 10

1. Higher densities and heights generally farther north (Landbays G + H) Probably pull from the Goals in the SAP?
2. Robust and interconnected grid of streets.
3. Neighborhood parks, finger parks within each neighborhood.
4. Larger park – Potomac Yard park on east
5. Commercial uses generally in Landbay G and later Landbay H
6. Potomac Ave a second north-south connector
7. Importance of connecting and relating to adjoining neighborhoods of Del-Ray and Lynnhaven and later Oakville
8. Importance of design (design guidelines)

north + south potomac yard
putting it all together



potomac yard – landbays



comparison: land uses + building types



office

landbay g + h

P: 1,747,346 sf

C: 567,945 sf

landbay f

P: 1,610,300 sf

C: 0



civic

landbay g + h

P: 0

C: 24,800 sf

landbay f

P: 750,000 sf

C: 300,000 sf



multi-unit

landbay g + h

P: 868,000 sf

C: 868,000 sf

landbay f

P: 4,971,100 sf

C: 0



townhouses

landbay g + h

P: 0 sf

C: 0 sf

landbay f

P: 0

C: 0

comparison: land uses + building types



office

tax revenue
+/- \$ 850,000/ bldg

fiscal impact
(80-90%)



civic



multi-unit

tax revenue/2 acres
+/- \$1.5 Million

fiscal impact
(60-70%)

density/acre
+/- 125 units per acre



townhouses

tax revenue/2 acres
+/- \$650,000

fiscal impact
(70-80%)

density/acre
+/- 25 units per acre

lessons learned

potomac yard (1999-present)

1. The importance of having a plan – vision prior to individual proposals.
2. Overall plan for infrastructure (streets and parks) with clear phasing.
3. A broad vision of land use(s) and building heights and types.
4. Design Guidelines for the public realm and buildings.
5. A Concept Plan that is adaptable and flexible while maintaining overall vision.
6. Importance of well-designed infrastructure (Metrorail station and transitway).
7. Variety of building types and land uses.
8. Importance of incorporating civic uses into a neighborhoods (fire station, future school/public use).
9. Retail does not work piecemeal and should not wait to the end.
10. The element of time.



