

# Potomac Yard



SHOPS AND RESTAURANTS AT POTOMAC GREENS



**P**otomac Yard, just minutes from the Ronald Reagan Washington National Airport, is a destination retail center and a growing urban community. The area is undergoing significant growth and has been approved for additional development that will transform it into a modern mixed-use, transit-oriented community, that will include a metro station.

The Potomac Yard submarket, which comprises 295-acres, is located in the northeast area of the City, immediately south of Crystal City. The area has served as a north-south trade and transportation corridor for centuries, and was historically the site of an active rail yard. Presently, there are two central retail hubs in this submarket. Potomac Greens, the home of Buzz Bakery and Rustico, is a small retail center located just north of Old Town in a newly-developed

**The Potomac Yard neighborhood is adjacent to Reagan Washington National Airport.**

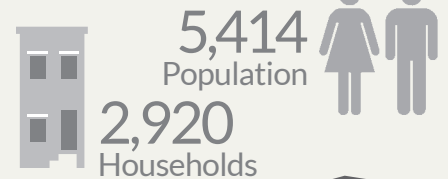
community. Further north lies the Potomac Yard Center, a 70-acre parcel that was developed in the mid 1990s with approximately 600,000 SF of existing “big box” retail. The center includes national retailers like Target, Best Buy, Old Navy, and Sports Authority, as well as Regal Potomac Yard Cinema.

Potomac Yard is one of the largest developable properties in the City and the region, and a natural “gateway” into Alexandria. In 2010, the North Potomac Yard Small Area Plan was approved, allowing for 7.5 million SF of mixed-use development – office, retail, hotel and residential – to replace the →



## STATISTICAL SNAPSHOT

### Population



Source: 2008-2013 American Community Survey, US Census Bureau

### Commercial



Source: CoStar Real Estate Database, December 2013

### Business



Source: AEDP Research. Please visit [www.ALEXANDRIAideal.com](http://www.ALEXANDRIAideal.com) for quarterly updated statistics.





**NEW RESIDENTIAL CONSTRUCTION**



**NEIGHBORHOOD RETAIL**



**REGIONAL SHOPPING CENTER**

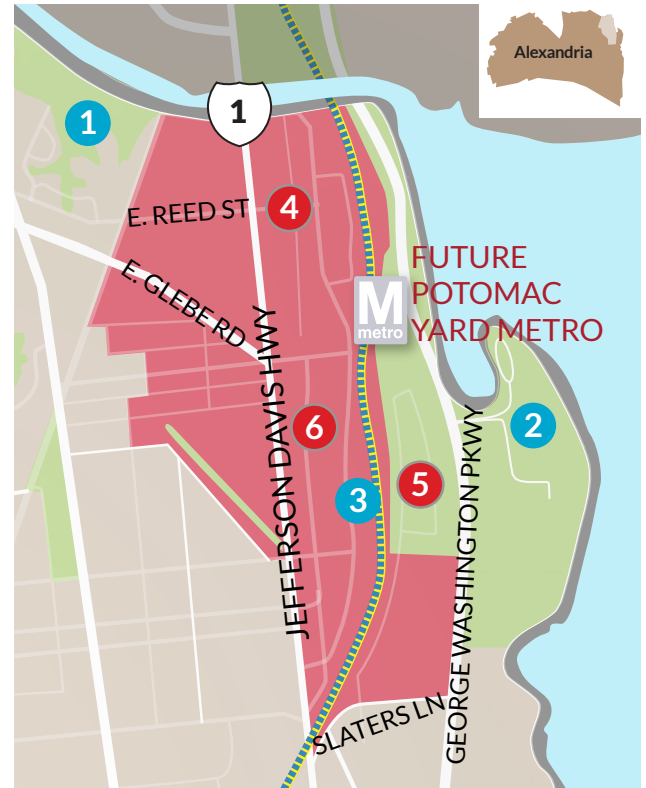
existing shopping center, anchored by a new metro station. The plan envisions North Potomac Yard as a diverse community that is environmentally and economically sustainable, and is also compatible with adjacent neighborhoods. It focuses on the creation of dynamic urban forms, a complementary mix of land uses, community amenities, and a range of housing opportunities. The implementation of the plan will guide future growth and redevelopment by taking advantage of North Potomac Yard's strengths: planned economic diversity, a unique history, a future Metrorail station, proximity to the Ronald Reagan Washington National Airport, dedicated high-capacity transitway, and a central location in the region.

**COMMUNITY INTEREST**

- 1 - FOUR MILE RUN PARK
- 2 - WASHINGTON SAILING MARINA
- 3 - MONROE AVENUE BRIDGE

**GENERAL INTEREST**

- 4 - POTOMAC YARD SHOPPING CENTER
- 5 - POTOMAC GREENS
- 6 - FIRE STATION



**APPROVED FUTURE DEVELOPMENT**

**North Potomac Yard**

- 7,525,000 SF including:
- 1,100 Residential Units
  - 1,930,000 sf Office
  - 3,395,000 sf of Mixed Use, Office/Residential
  - 930,000 sf Retail
  - 170,000 sf Hotel

**South Potomac Yard (Landbays G-M)**

- 1,926 Residential Units
- 1,932,000 sf Office
- 135,000 sf Retail
- 625 Room Hotel

**FUTURE METRO STATION**

The location for a new Metrorail station, to be sited to the east of Landbays F & G, is under study with a decision expected by early 2014. The stop will be added between the Reagan National Airport station and the Braddock Road station, on the Blue and Yellow lines. The new station is needed to address existing and future travel demand in the area resulting from new development in Potomac Yard.



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