



GOLDEN TRIANGLE

More than 40 square blocks of shopping, dining, entertainment, businesses, and major global institutions make up the Golden Triangle. Just steps from the White House and George Washington University, the neighborhood stands out for its accessibility, cultural attractions, public space programming, sustainability accomplishments, 2,000+ hotel rooms, and emphasis on innovation and placemaking. Managed by the first-ever LEED-Certified BID in the world (LEED Platinum), the neighborhood is a model of sustainability and leader in reimagining a revitalized downtown core.

HIGHLY ACCESSIBLE

- 3 Metrorail stations accessing to 4 Metro lines
- 3 miles of protected bike lanes

NEW DEVELOPMENT

- Five office-to-residential conversions are in pre-development, totaling more than 860 units:
 - Four office-to-hotel conversions are under construction or in pre-development, and slated to bring more than 400 new hotel rooms to the neighborhood
 - The former Vanguard office building at 1111 20th Street NW has been converted into the 163-unit Elle Apartments, which welcomed its first residents in July 2024.
- 17xM is a new, 334,000 SF office trophy building that delivered in Summer 2024, anchored by the law firm Gibson, Dunn & Crutcher, and includes 13,000 SF of retail space.

PLACEMAKING

- In Penn West, Pennsylvania Ave. between 17th and 22nd St. is set to be reimagined with a new streetscape to better serve pedestrian, bike, and vehicular traffic, while adding new public and green space. This project is set to start construction in 2024.
- Penn Ave pocket park was reopened unveiling Chroma, three stunning new shade structures by My Ly Designs.
- The Square by Tishman Speyer includes a 25,000 SF food hall that opened in Fall 2023 and features a curated selection of 15+ world-class dining options.
- Arts & Culture Activations
 - Rorschach Theatre offers live theater performances and is a part of the Golden Triangle BID's Grow Golden pop-up initiative that works to transform vacant ground floor space into dynamic
 - Activations such as Artomatic and the Capital Fringe Festival attract visitors from the region to the neighborhood.

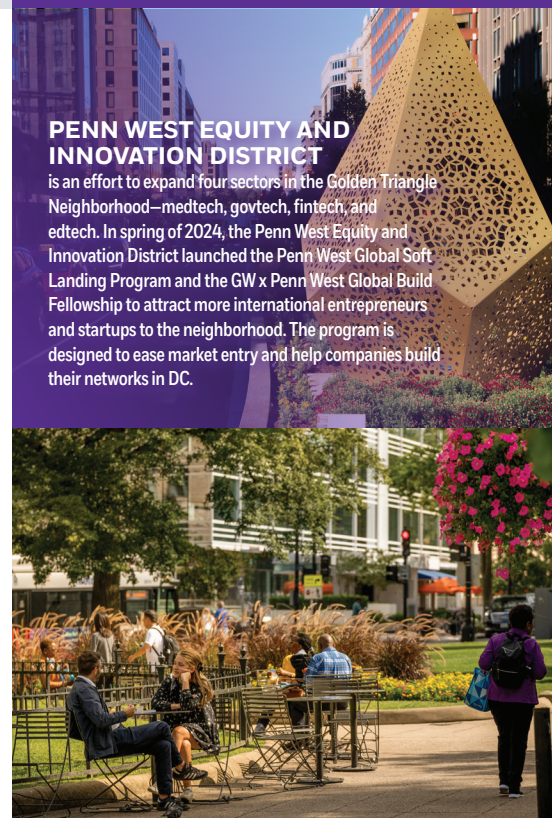
OFFICE MARKET*

- Existing Office SF: 54.1M
- Avg Rent/SF: \$54.15
- Vacancy Rate: 19.3%

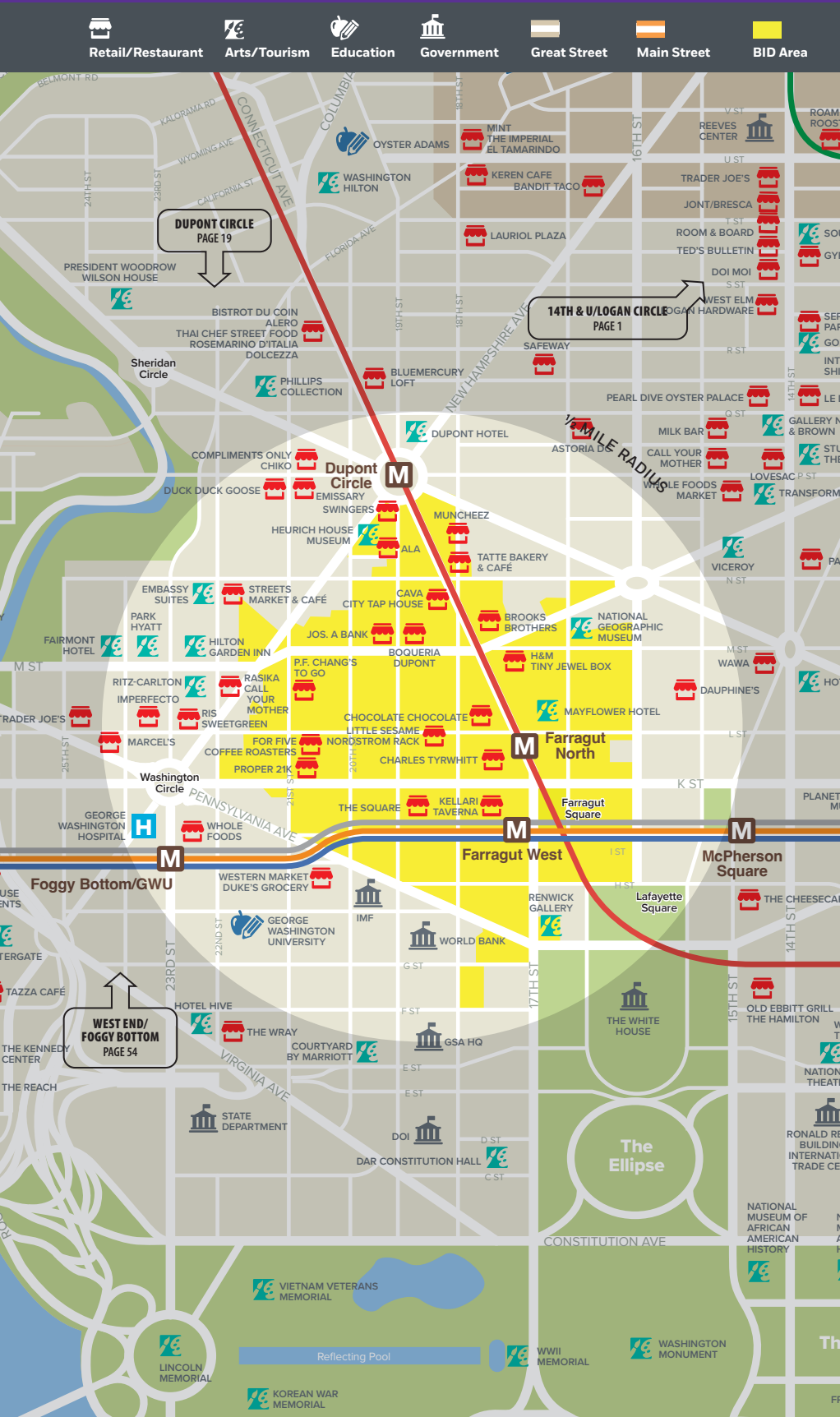
PENN WEST EQUITY AND INNOVATION DISTRICT

is an effort to expand four sectors in the Golden Triangle Neighborhood—medtech, govtech, fintech, and edtech. In spring of 2024, the Penn West Equity and Innovation District launched the Penn West Global Soft Landing Program and the GW x Penn West Global Build Fellowship to attract more international entrepreneurs and startups to the neighborhood. The program is designed to ease market entry and help companies build their networks in DC.

*CoStar (3Q 2024). Excluding owner occupied and buildings < 20k SF



GOLDEN TRIANGLE



0-½ mi 0-1 mi 0-3 mi

POPULATION

Population	19,147	60,112	396,350
Daytime Population	156,835	316,536	859,141
Male	45%	48%	49%
Female	55%	52%	51%
High School Graduate +	99%	98%	97%
Bachelor's Degree +	91%	91%	83%
Graduate / Professional Degree	58%	55%	49%

HOUSEHOLDS

Households (HH)	9,270	34,103	207,050
Average HH Size	1.5	1.6	1.8
Owner-occupied	24%	33%	32%
Renter-occupied	76%	67%	68%
Median Home Value	\$718,061	\$833,989	\$857,063

INCOME

Average HH	\$150,096	\$175,733	\$179,977
Median HH	\$98,673	\$118,174	\$124,986
HH Income <\$50k	25%	19%	17%
HH Income \$50-\$75k	13%	12%	10%
HH Income \$75k+	62%	70%	72%
Average HH Disposable	\$92,759	\$105,966	\$109,012

AGE

Age < 20	16%	10%	13%
Age 20-34	55%	48%	43%
Age 35-64	21%	31%	34%
Age 65+	8%	11%	10%
Median Age (years)	27.6	32.5	33.3

CONSUMER EXPENDITURES (\$ thousands)

Apparel	\$32,958	\$139,086	\$853,101
Child Care	\$7,141	\$31,735	\$201,889
Computers & Accessories	\$4,622	\$19,222	\$116,185
Entertainment & Recreation	\$48,053	\$206,951	\$1,286,045
- Pets	\$11,583	\$50,095	\$312,627
Food at Home	\$93,014	\$394,869	\$2,439,331
Food away from Home	\$53,732	\$227,064	\$1,390,775
Health Care	\$80,697	\$346,418	\$2,143,790
- Medical Care	\$28,400	\$121,675	\$751,069
Home Improvement	\$42,868	\$198,298	\$1,292,645
Household Furnishings	\$38,122	\$162,164	\$995,841
Personal Care	\$13,528	\$57,260	\$351,638
Vehicle Maint. & Repair	\$18,131	\$75,692	\$457,586

COMMUTING PREFERENCE

Drove alone	11%	12%	23%
Public transportation (excluding taxicab)	19%	20%	25%
Bicycle	3%	4%	4%
Walked	35%	30%	15%
Worked at home	29%	29%	28%
Other means	4%	4%	5%

MOBILITY

Traffic Counts ¹	19,300-23,400	K St NW	34,000	Connecticut Ave NW
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ESRI, 2024¹. Open Data DC - 2023 Traffic Volumes (rounded to nearest hundred)

CONTACT

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MetroRail Stations

Farragut North, Farragut West, Dupont Circle, Foggy Bottom-GWU

Capital Bikeshare Stations

14 within the BID

Traffic Counts¹

34,000 Connecticut Ave

Walkscore

99 Walker's Paradise

Residents w/in 10 min. car ride

204,400