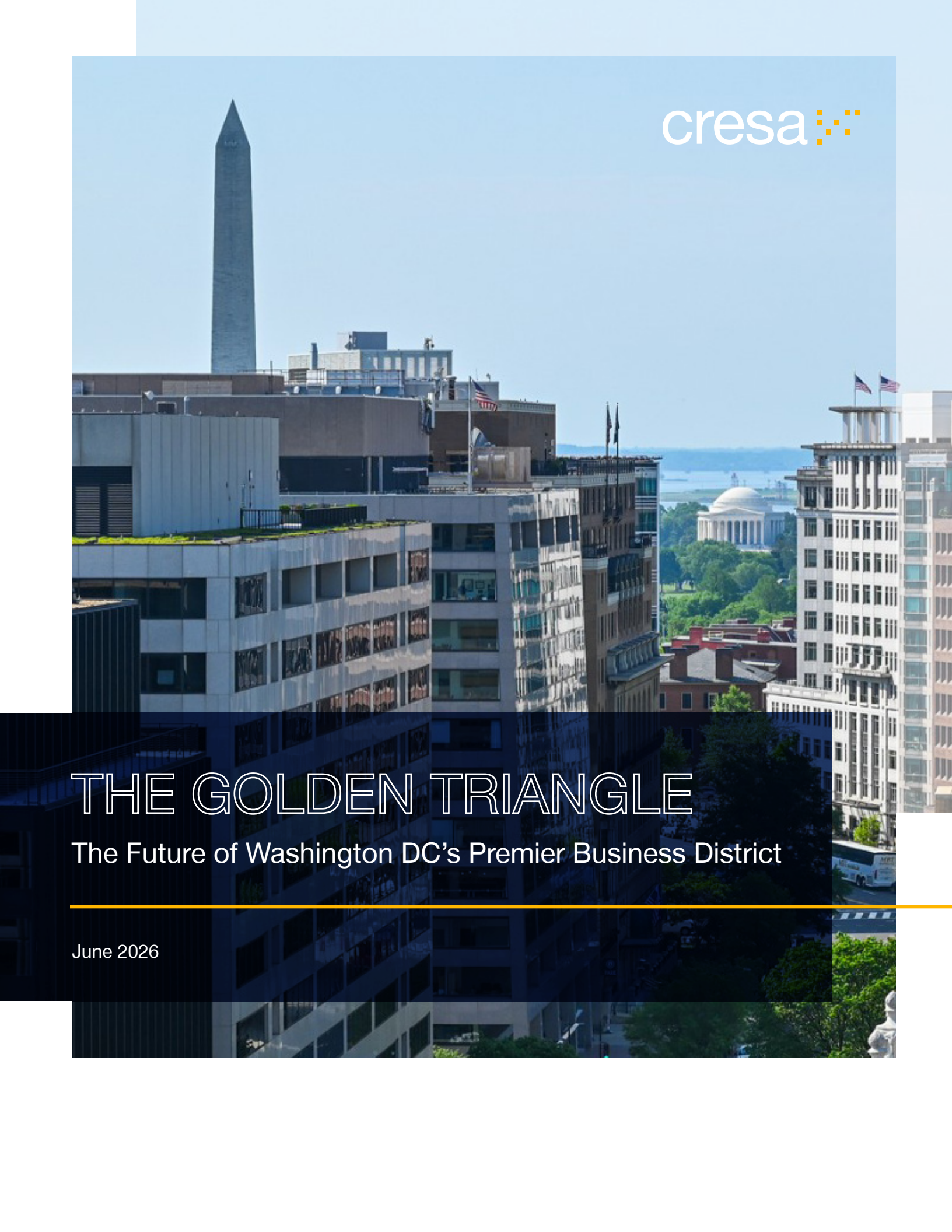




cresa

THE GOLDEN TRIANGLE

The Future of Washington DC's Premier Business District

June 2026

EXECUTIVE SUMMARY

The Golden Triangle has long served as one of Washington's leading business districts, supported by a concentration of employers, access to talent, and proximity to key institutions. Today, the neighborhood is building upon these strengths through a growing innovation ecosystem, unmatched international connectivity, expanding residential and hospitality offerings, and continued investments in placemaking and public spaces. Together, these factors are helping create a more dynamic, mixed-use environment that supports businesses, employees, residents, and visitors while reinforcing the Golden Triangle's position as a premier destination for business, investment, and engagement in the nation's capital



290+

Law Firms

50+

Technology
Companies

25

Embassies &
International
Organizations

1,000+

Planned
Residential Units

14

Hotels

2,500+

Hotel Rooms

220+

Restaurants

190+

Retailers

75,000+

Daily
Visits

AN ESTABLISHED HUB FOR BUSINESS, INNOVATION, AND GLOBAL CONNECTIVITY

The Golden Triangle's longstanding position as one of Washington's premier business districts is supported by a unique combination of industry concentration, innovation, and international connectivity. Together, these assets continue to attract organizations that value access to talent, partnerships, and global institutions while reinforcing the neighborhood's role within the region's economy.

Business

The Golden Triangle is home to a diverse mix of employers, including law firms, associations, technology companies, think tanks, and global institutions. More than 290 law firms and 50 technology firms operate within the neighborhood, supported by one of the most highly educated workforces in the region.

Innovation

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Global Connectivity

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PENN WEST SOFT LANDING PROGRAM

Helping International Companies Enter the U.S. Market

The Global Soft Landing Program helps international companies establish a presence in Washington, DC by providing market intelligence, networking opportunities, business support services, and connections to local resources. Located within the Penn West Innovation District, the program reinforces the Golden Triangle's role as a gateway for global business and investment.





A MORE ACTIVE MIXED-USE ENVIRONMENT

For much of its history, the Golden Triangle has been defined by its role as a business district. Today, a growing number of residential, hospitality, and mixed-use projects are helping broaden the neighborhood's appeal and create a more active environment beyond the traditional workday. Together, these projects are helping create a more active, mixed-use environment that supports workers, residents, visitors, and businesses alike.

Residential Growth

A growing residential presence is helping bring new activity and energy to a neighborhood that has historically been dominated by commercial uses. Office-to-residential conversions are introducing new housing opportunities while supporting the neighborhood's evolution into a more balanced mixed-use environment. More than 1,000 residential units are currently planned through projects including 1201 Connecticut Avenue, 1200 18th Street, 1133 19th Street, and 1999 I Street. These developments are expected to bring new residents to the neighborhood while supporting additional retail, dining, and service-oriented amenities.

Hospitality & Tourism

The Golden Triangle's hospitality sector continues to expand alongside its residential growth, extending the neighborhood's activity beyond the traditional workday while supporting business travel, tourism, meetings, and events. The neighborhood currently hosts 14 hotels with more than 2,500 rooms, including five luxury hotels. Recent and planned additions such as Sixty DC Hotel and the Tempo by Hilton at 1776 K Street will further strengthen the area's ability to accommodate visitors, business travelers, and events.



NATIONAL GEOGRAPHIC MUSEUM OF EXPLORATION

The National Geographic Museum of Exploration features immersive exhibits, educational experiences, dining, retail, and event space. The museum further strengthens the Golden Triangle's position as a destination for culture, tourism, and exploration while attracting visitors from across the region.

New Destinations

The neighborhood is also welcoming a new generation of destinations designed to attract residents, workers, and visitors alike. The People's House provides an immersive educational experience centered on the White House, while the National Geographic Museum of Exploration has expanded the neighborhood's cultural offerings through immersive exhibits, educational experiences, dining, retail, and event space. Together, these destinations reflect the Golden Triangle's continued evolution into a neighborhood that offers more reasons to visit, explore, and stay beyond the workday.

PLACEMAKING AS A COMPETITIVE ADVANTAGE

As downtowns continue to compete for talent, investment, and visitors, the quality of the everyday experience has become an increasingly important differentiator. Investments in public spaces, programming, dining, retail, and cultural amenities help create an environment that supports both economic activity and quality of life.

Investing in the Public Realm

The Golden Triangle BID continues to invest in parks, streetscapes, public art, and community gathering spaces that enhance the everyday experience of the neighborhood. These efforts help create a welcoming environment while supporting activity throughout the district and reinforcing the qualities that have made the Golden Triangle a premier destination for businesses and professionals.

Creating Reasons to Be Downtown

Today, the Golden Triangle is home to more than 220 restaurants, 190 retailers, seven public parks, and over 75,000 daily visits. Combined with museums, cultural attractions, events, and neighborhood programming, these amenities are helping create a district that offers opportunities to work, meet, dine, and explore. As downtowns continue to compete for talent, investment, and visitors, these experiences play an increasingly important role in shaping the appeal of a neighborhood.

FARRAGUT SQUARE REVIVAL

Recent improvements to Farragut Square have introduced new seating, enhanced landscaping, fitness classes, live performances, and community events. The activation of one of downtown Washington's most recognizable public spaces demonstrates how strategic placemaking investments can strengthen the everyday experience of a neighborhood.





LOOKING AHEAD

As workplace expectations continue to evolve, the Golden Triangle is building upon the strengths that have made it one of Washington's premier business districts for decades. Through investments in innovation, international connectivity, residential growth, hospitality, and placemaking, the neighborhood is creating an environment that supports businesses, employees, residents, and visitors alike.

While many downtown districts are working to redefine themselves, the Golden Triangle is building from a position of strength. Its continued evolution reflects a commitment to remaining one of the region's most dynamic and desirable places to work, connect, and invest.

For organizations considering the Golden Triangle or evaluating their broader workplace strategy, Cresa provides independent advisory services that help align real estate decisions with business objectives.