

CELEBRATING 25 YEARS OF TRANSFORMATION

Our Top 10

Over the last 25 years, the focus of the Golden Triangle BID has evolved drastically from its essential goals of clean and safe streets to include landscaping, sustainability, public art, activations, dynamic storefronts, economic transformation, and more.



Connecticut Avenue Median

The BID transformed a dull, wide stretch of asphalt into a beautiful urban expanse. With flourishing landscaping and large-scale public art, the median has become increasingly recognized as a landmark downtown.



Setting the Gold Standard for Clean, Safe, Beautiful Spaces

Known for their signature yellow clothing, Golden Triangle Ambassadors meticulously maintain inviting and attractive streets for all who visit downtown. From power washing sidewalks and raking leaves, to removing graffiti and providing wayfinding, the team continuously works to enhance the neighborhood and uphold a pristine environment.



Golden Haiku

Creating the BID's internationally recognized Golden Haiku competition has distinguished and broadened awareness of the Golden Triangle globally. The annual program has expanded over the last decade to include a youth category encouraging student poets. The creative haiku submitted from around the world decorate the neighborhood streets and delight passersby every spring.

First BID to Become a LEED-certified Community

In 2019, the Golden Triangle became the first BID in the world to be named a LEED-certified community. This achievement was based on a series of evaluations scoring energy, water, transportation, recycling, green infrastructure, human experience, and other factors. The BID earned LEED Platinum – the highest level of LEED certification.



Rain Gardens

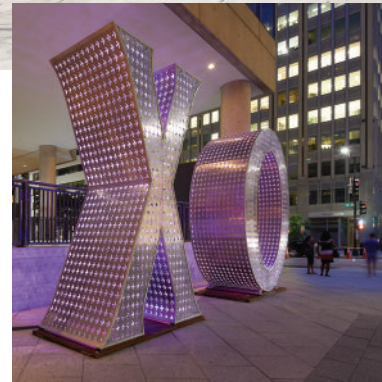
Over the last decade, the Golden Triangle BID has built 19 rain gardens and converted 13,000 square feet of asphalt and concrete into green space. Hundreds of native plants in the gardens provide pollinator-friendly habitats in our District core. Educational signage explains how the rain gardens work to capture and filter about 48,000 gallons of polluted runoff per storm.





Public Art

The Golden Triangle's public art program brings museum quality art into the public realm for everyone to enjoy. A collaboration with the Smithsonian Renwick's *No Spectators: Beyond the Renwick*, featured an outdoor exhibition of six large-scale Burning Man artworks throughout the Golden Triangle. In the last five-years alone, the BID has featured 31 artworks by 28 artists—68% female artists; 46% BIPOC; 46% local.



Grow Golden

The BID established Grow Golden during the COVID pandemic to bring in unique, local, small businesses and activate vacant spaces with pop-ups in the Golden Triangle. Selected businesses receive multiple months of free rent and favorable terms for extending occupancy. The program has opened eight pop-ups, bringing even more energy to the neighborhood and foot traffic to other businesses.

ART ON DISPLAY

HOMME Gallery showcases emerging artists in its downtown gallery.



PENN-WEST™

EQUITY & INNOVATION DISTRICT

Penn West Equity and Innovation District

Partnering with the Office of the Deputy Mayor for Planning and Economic Development (DMPED) and The George Washington University (GW), the BID is leading the creation of the Penn West Equity and Innovation District to cultivate a tech ecosystem in DC. Penn West is an inclusive, collaborative innovation hub for big ideas and groundbreaking technology dedicated to solving for a more sustainable, equitable and vibrant future for everyone.



NEXT: More Transformation Underway

The BID has been a changemaker until now and will continue to be a changemaker into the future. Many organizations are leading their own changemaker projects in the Golden Triangle and are working closely with the BID. At the same time, the Golden Triangle is collaboratively advancing additional transformational initiatives, such as the Penn West Streetscape and the Downtown Action Plan, which are making a reimagined downtown a reality.



GLDN+ Streets

Encouraging community building and more green spaces, the BID's annual landscaping design contest inspires properties in the Golden Triangle to create lush, vibrant tree box plantings for everyone in the neighborhood to admire. The incorporation of pollinator habitats and educational signage provides the community with information to create thriving gardens at home.