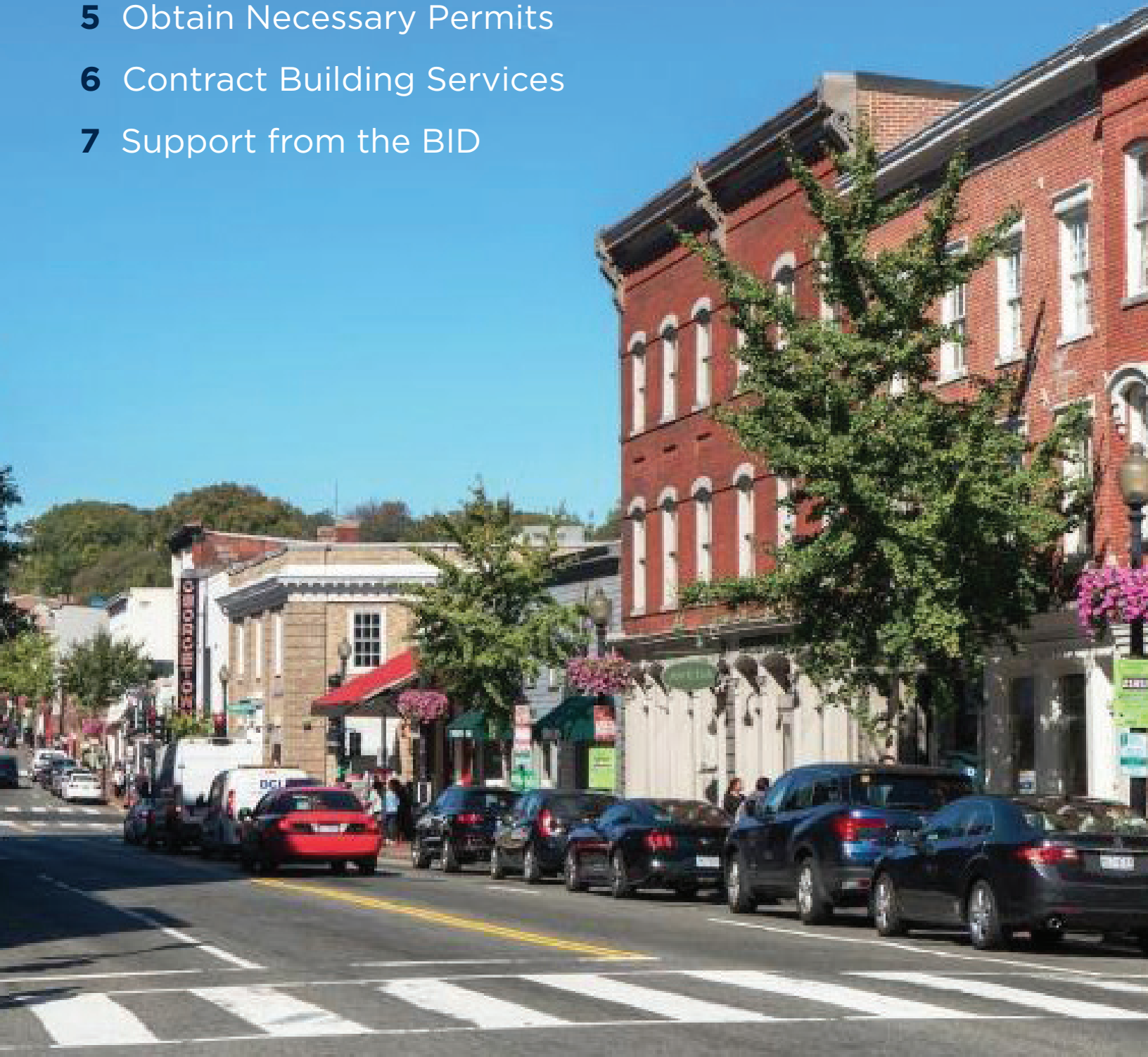


2018 POP-UP GUIDE



CONTENTS

- 3 Find the Right Space
- 4 Register and License Your Business
- 5 Obtain Necessary Permits
- 6 Contract Building Services
- 7 Support from the BID



Georgetown is the premier shopping destination in the Washington, D.C. region, with more than 450 retailers and restaurants catering to every type of customer. Georgetown is home to local, national and international brands, and many retailers come to Georgetown to test D.C. market or open one of their first brick-and-mortar locations. This guide is intended to help retailers opening pop-ups navigate the regulatory process and open a successful shop in Georgetown.



FIND THE RIGHT SPACE

A successful pop-up requires finding the right space to support the concept and attract customers. You should consider your budget for the project, including for rent and any build-out of a space. The BID does not own, manage, or lease space but we can provide guidance to help navigate the market:

1. **Visit Georgetown** – we encourage retailers to visit Georgetown and locations of interest, observe the shopping and traffic patterns, and get a feel for the neighborhood.
2. **Available spaces for lease** – pop-up retailers should work with a broker to find spaces and negotiate leases with property owners. The BID can also provide information about spaces that are available for lease and/or spaces that have hosted pop-ups in the past.
3. **Broker and property owner introduction** – the BID can connect pop-up retailers to retail real estate brokers or property owners who are leasing space in Georgetown.
4. **Pedestrian traffic** – the BID collects pedestrian counts and can provide data and insights about foot traffic trends in Georgetown.
5. **Market demographics** – the BID collects demographics and retail spending information for residents of— and visitors to— Georgetown.
6. **Market insights** – the BID can also provide insights about the Georgetown retail market, including retail co-tenancy, retail openings and closings, transportation, events, and other qualitative information about retail in Georgetown.

REGISTER AND LICENSE YOUR BUSINESS

Retailers looking to open temporary, pop-up stores in Georgetown may need to obtain certain licenses and permits. The most important thing you can do is plan ahead, as the regulatory process can take some time. Retailers must be licensed to conduct business in the District of Columbia, even on a temporary basis. The [**Department of Consumer and Regulatory Affairs \(DCRA\)**](#) issues business licenses. Below are the things you will need to do to license and open your business. More information is available on the [**D.C. Business Center**](#) website.

STEPS TO LICENSE YOUR BUSINESS:

1. **Register your Business:** [Obtain a Certificate of Registration/Trade Name](#)
2. **Register for Tax Collection:** [Obtain an Employer Identification Number \(EIN\)](#)
3. [Obtain a Certificate of Occupancy \(C of O\)](#) – Retailers must have a C of O to conduct business in a location in D.C. DCRA also issues Certificates of Occupancy. Based on the type of business, and the approved use for a given retail space, the building may already have an existing C of O. Before applying for a C of O, pop-up retailers should check with the building owner to see if an active C of O currently exists for a given space or if you need to apply for one.
4. **License Your Business:** [Obtain a Basic Business License \(BBL\)](#) – You can only obtain a BBL once your business has been registered and you have a valid location for doing business.



OBTAIN NECESSARY PERMITS

Once you have licensed your business, you may need to obtain permits to renovate a space or install a sign. DCRA also issues sign permits and building permits.

1. **Obtain Building Permits for Renovations (if applicable)** – If you are planning any interior renovations of a space to accommodate your pop-up, you may need to obtain a building permit or other applicable permit. You should work with your building owner to determine if you are allowed to renovate the space, and if so, who will apply for permits and conduct the work. Consider the term and concept of the pop-up, and the condition of the space, before progressing on interior renovations that require permits. If you are not making any structural changes to the interior of the building, you do not need a building permit.
2. **Obtain Health Inspection (if applicable)** – If you are opening a restaurant or other food retailer, you will need to have an inspection from the D.C. Department of Health and [follow the requirements from DCRA](#) for opening and licensing a food establishment.
3. **Obtain a Temporary Liquor License (if applicable)** – If you are planning an opening reception for your pop-up retail store, you may need to obtain a temporary liquor license from the [Alcoholic Beverage Regulation Administration](#) or use a caterer with a liquor license.
4. **Install a Sign** – If you are planning to install an exterior sign on the building, you will need to obtain a sign permit. Because Georgetown is a federal historic district, sign permits are reviewed by either local or federal historic preservation staff before DCRA will issue the permit. The process will vary depending on the length of the pop-up.

You can get a temporary sign without going through the federal historic review process if the sign will be up for less than 60 days. You must apply for a permit for a temporary sign through DCRA, and the D.C. historic preservation staff will generally review the permit the same day. Even though the sign is temporary, it should be consistent with the [standards for exterior signs in Georgetown](#). If your pop-up will last longer than 60 days and you need an exterior sign, it may require review by the [Old Georgetown Board \(OGB\)](#), which is a federal architectural review board that reviews building and sign permits in Georgetown. The OGB process can be lengthy, so you should plan accordingly. You can generally put up a sign temporarily while you are going through this historic preservation review process with HPO and OGB. If you have further questions, contact the [D.C. Historic Preservation Office](#) at (202) 442-7600.



5. **Put Out a Sandwich Board Sign** – Many retailers want to use sandwich board signs to help market the store. Sandwich board signs are allowed but there are regulations governing the size and placement of signs. These can be particularly important in Georgetown, where the sidewalks are narrow. Sandwich board signs can have a maximum footprint of 3'x3' and should extend no farther than 3' from the edge of the building and allow 6' of sidewalk clearance. You do not need a permit for a sandwich board sign.
6. **Obtain a Public Space Permit (if applicable)** – You may need to obtain a Public Space Permit from the District Department of Transportation if you need to park moving trucks on the street in front of the business location. Note that Wisconsin Avenue and M Street are rush hour streets and may have restrictions on the hours you can occupy space in front of a building. You can apply for a Public Space Permit through [TOPS, DDOT's online permitting system](#).

CONTRACT BUILDING SERVICES

In D.C., commercial businesses are responsible for providing certain building services, like trash removal, recycling, and snow removal. Property owners may also require tenants to provide other utilities or building services. Below are some contractors that provide trash removal and snow removal services. Note this is not an exhaustive list, and the BID has not independently evaluated these companies.

TRASH REMOVAL

Commercial properties in D.C. are responsible for hauling their own trash and recycling. The D.C. Department of Public Works does not collect trash or recycling from commercial properties. You should contact the property owner to see if there is already a contractor in place. If not, you will need to contract with a company to provide trash and recycling services for your pop-up. Below are commercial trash haulers that regularly work in Georgetown:

kmG Hauling
kmghauling.com
(703) 961-1100

Progressive Waste Solutions
progressivewaste.com
(888) 886-1121

Tenleytown Trash
tenleytowntrash.com
(202) 364-9694

McCrae Enterprises
mccraetrash.com
(202) 449-2803

Republic Services
republicservices.com
(540) 373-0033

VHI Inc. Industries
vhidisposal.com
(703) 365-7616

SNOW REMOVAL AND FACILITIES SERVICES

If your pop-up is open during the winter and it snows, you will be responsible for clearing snow from the sidewalk in front of the business. You should check with the building owner to see if there is a snow removal contractor already in place. Otherwise, below are some companies that provide snow removal and facilities services in Georgetown:

Metro Grounds Management
(301) 570-1500

Palm Facility Services
palmfs.com
(301) 656-4990

Red Coats
redcoats.com
(301) 654-4360



PEST CONTROL SERVICES

Pop-up retailers serving food should also plan to provide pest control services at their property to ensure they are keeping the property, sidewalk, and neighboring properties free from rodents and other pests. You should check with the property owner to see if there is a pest control contract in place. These companies also provide pest control services in Georgetown.

Rentokil Steritech/Ehrlich Pest Control

rentokil-steritech.com/prince-georges-county

(301) 200-1114

Orkin Washington, D.C. Commercial

<https://www.orkin.com/locations/maryland-md/washington-dc/commercial/>

(301) 967-1384

SUPPORT FROM THE BID

The BID can assist you with marketing and communication for your store with the following resources:

- + Social media promotion through the BID's channels - Instagram, Facebook, Twitter
- + Listing on the Georgetown consumer website, georgetowndc.com
- + Email marketing - weekly e-newsletter featuring store openings, sales, events, and other news in Georgetown
- + Connection with media and public relations outlets

The BID can also help you with these commercial real estate and economic development resources:

- + Permits and regulatory processes
- + Facilities and operations vendors
- + Broker and building owner connections
- + Demographic and spending profiles for Georgetown
- + Pedestrian counts and trends by hour, day, and month
- + Retail and restaurant market insights

If you have questions about opening a pop-up store in Georgetown, contact Jamie Scott, director of planning and economic development, at (202) 298-9222 x208 or jscott@georgetowndc.com. You can also find additional information on the [BID's website](http://georgetowndc.com).



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