

LAKE FOREST ECONOMIC DEVELOPMENT



Economic Development Update

Good evening,

The Economic Development Division reached out to numerous business owners to provide information on federal assistance and other resources to help small businesses during the COVID-19 pandemic. One of the most common issues discussed was that businesses have seen significantly reduced foot traffic. Given that some retail centers parking lots appear emptier, businesses suggested that additional visibility is needed to encourage foot traffic. A reoccurring suggestion was to allow businesses to display additional signage to attract attention from the street because their customers may not realize the business remains open. In response to these suggestions, the City designed and produced **300 window signs** that businesses may display starting **Friday, March 27**. **You may pick up a limited quantity of posters for your business at the following two locations starting at noon Friday, March 27:**



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The PM Group
25 Rancho Circle
Lake Forest, CA 92630

And

Lake Forest Chamber of Commerce (Spectrum Specialties and Awards)
26239 Enterprise Court
Lake Forest, CA 92630

In addition, the City also worked with a local printing company to negotiate a group rate for banners and lawn signs. **The Banners and Lawn Signs are available for purchase directly from the PM Group.** Under general circumstances, window signs cannot exceed 25% of the total window area, banner signs require a permit, and lawn signs are not permitted except for residential and commercial real estate signs. However, **City is relaxing enforcement of some of its sign regulations** for a limited time allowing businesses to display banners without a permit and place lawn signs within **privately owned parkway areas maintained and owned by business associations.** **Lawn signs may not be displayed on City property, including medians, parkways, and slopes and are subject to**

removal. The City will allow of these signs without the need to obtain a permit from the Community Development Department until April 30, 2020.

The City will reevaluate and make changes to this program as needed in April depending on further guidance from either the Federal or State government ordering residents to stay home. Once certain restrictions are lifted, businesses would be expected to comply with the sign code as currently drafted.

Please feel free to contact me with any questions.

Respectfully,

Carlo Tomaino
Economic Development Manager
(949) 461-3569

Are You Open? Do You Have Take-Out?

Do you want
Lake Forest
to know about it?

Order by noon on Tuesday,
pick up at The PM Group
Friday afternoon

FREE
City
Poster!



For a LIMITED TIME, add to your FREE City Poster and get the word out with Road Signs & Banners!

The City has made an exception to signage placed along thoroughfares. Put up a City-approved sign or banner close to your business through April 30. The City wants to help local businesses through this difficult time. In conjunction with The PM Group, purchase Signs or Banners here.

Open Signs Take-Out

<p>thePMgroup COMMERCIAL, RETAIL & FOOD SERVICES Is OPEN for BUSINESS Your logo printed here Is OPEN for BUSINESS Your Location / Address</p>	<p>Blank - You write on Business Name Is OPEN for BUSINESS Your logo printed here Is OPEN for BUSINESS Your Location / Address</p>	<p>Blank - You write on Business Name Is OPEN for TAKE-OUT Your logo printed here Is OPEN for TAKE-OUT Your Location / Address</p>	<p>Blank - You write on Business Name Is OPEN for TAKE-OUT Your logo printed here Is OPEN for TAKE-OUT Your Location / Address</p>
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OPEN with your printed logo \$5.25^{ea} each

TAKE-OUT with your printed logo \$5.25^{ea} each

All signs 18" x 24" with an 110° angle. Printed in full color on both sides.

Banners Open or Take-Out

<p>thePMgroup COMMERCIAL, RETAIL & FOOD SERVICES Is OPEN for BUSINESS Your logo printed here Is OPEN for BUSINESS Your Location / Address</p>	<p>Blank - You write on Business Name Is OPEN for BUSINESS Your logo printed here Is OPEN for BUSINESS Your Location / Address</p>	<p>thePMgroup COMMERCIAL, RETAIL & FOOD SERVICES Is OPEN for TAKE-OUT Your logo printed here Is OPEN for TAKE-OUT Your Location / Address</p>	<p>Blank - You write on Business Name Is OPEN for TAKE-OUT Your logo printed here Is OPEN for TAKE-OUT Your Location / Address</p>
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OPEN or TAKE OUT with your provided logo or press-ready artwork \$7.25^{ea} each

Simple art is needed (a fee of \$35)

All banners are 3' x 4' and come with 4 grommet holes for hanging. Printed in full color on one side.

Carlo Tomaino
Economic Development Manager
City of Lake Fores