



Mission Viejo Means Business Newsletter

City of Mission Viejo

March Second Edition 2010



Park Place Lexus

The South Orange County Community College District approved a lease agreement with Park Place Lexus that paves the way for the \$15 million auto dealership expansion/renovation project to begin. The City gave the project the green light last July. Park Place Lexus will improve, landscape, and maintain the school-district owned property at the entrance to Saddleback College on Marguerite Parkway at W. College Drive. The project also includes constructing 116 more parking spaces where the slope is now.

Plans call for renovating the existing facility, expanding the parts and service facilities, removing most of the existing ATT building, building a multi-level parking structure and making landscape improvements on-site and along Marguerite Parkway. When finished, the project is expected to bring 100 new jobs and more property and sales tax revenue to the City.

The Shops at Mission Viejo

The Daisy Shoppe completed its expansion/relocation and is now open on the second level. Cathy Jean has returned to the Shops at Mission Viejo and opens for business this week. Naartjie, children's clothes store, is operating from a temporary location in the mall and plans to reopen April 15 in a new space on the first level, near Ruby's Diner. The tenant improvements for Fast Fix and True Religion are underway in preparation for openings in April and May. Swiss Watch is installing new display cases in the former Bailey, Banks & Biddle space and plans to open for business next month. Negotiations are underway for the food court space, formerly occupied by the Cajun business. Ann Taylor renewed its lease.

Pier 1 Imports Returns

Mission Viejo will soon welcome Pier 1 Imports back to its original location in the Mission Viejo Towne Center at 28371 Marguerite Parkway. The store plans to re-open later this month. The date for the grand re-opening has not been set yet.

Buffalo Wild Wings in Kaleidoscope

The new Buffalo Wild Wings restaurant is gearing up for its mid-April grand opening in the Kaleidoscope center.



Farrell's Ice Cream Eating Challenge

Farrell's Splendidly Superiffic Summer Spectacular Ice Cream Eating Challenge is set for July 18 at The Shops at Mission Viejo. The event will benefit CHOC (Children's Hospital of Orange County). According to the restaurant, this annual Summer Ice Cream Eating Challenge is sure to be a tradition and unforgettable memory. For more information, contact Jeremy Law 949-380-7360.



City of Mission Viejo

200 Civic Center Mission Viejo, CA 92691

Phone: (949) 470-8409 Email: kwylie@cityofmissionviejo.org



Trabuco Hills Center

Don't miss the grand opening for Einstein Bagels in the Trabuco Hills Center, 27695 Santa Margarita Parkway at Los Alisos Boulevard on March 29. The first 100 customers in line on opening day will receive one free bagel sandwich every week for one year. For more information, visit www.einsteinbros.com. GameStop wants to occupy the 1,880-square-foot space next to Einstein Bagels.

Taco Bell Improving

Taco Bells plans to renovate its fast-food restaurant at 27770 Santa Margarita Parkway in the Portola Plaza Shopping Center. The proposed improvements include a dining room remodel, new signage, new architectural elements, exterior stone veneer, upgraded landscaping and a building expansion that would replace the existing patio enclosure.



Low Cost Business Workshops Offered in Mission Viejo

The City has partnered with SCORE, America's Counselors for Small Business, the Employment Development Department (EDD) and the Orange County Small Business Development Center (OC SBDC) to host small business workshops at City Hall, 200 Civic Center. Register now for EDD's free Federal/State Basic Seminar that takes place from 9 a.m. to 3:30 p.m. on April 8 by calling 1-888-745-3886 or visiting www.edd.ca.gov/taxsem. The next OC Small Business Development Workshop is from 6 p.m. to 8:30 p.m. April 14. The topic is Accelerate Your Marketing - Drive Customers to Your Web site. Register at www.ocsbdc.com or call 1-714-564-5200. The SCORE workshop is from 6 p.m. to 9 p.m. April 27. Learn how to Turbo Charge Your Marketing. Register at www.score114.org or call 1-714-550-7369 for information.



City of Mission Viejo

200 Civic Center Mission Viejo, CA 92691

Phone: (949) 470-8409 Email: kwylie@cityofmissionviejo.org