

The hot development spot in South Orange County this year is the Crown Valley Parkway corridor in Mission Viejo.

Located at the heart of one of the most affluent growth markets in the nation, the corridor is the commercial, medical and education center of South County. New developments include widening and beautification of the parkway and a 20-year expansion of the Mission Hospital medical complex.

Often called the Miracle Mile, Crown Valley Pkwy should be the first place to look if you are planning to start, relocate or expand a business in Orange County. The corridor is an achievement of the Mission Viejo Co., which created one of the nation's premier planned communities in the world. Mission Viejo is best known as a great place to live and raise a family, and now is becoming a well-rounded city as many older residents have decided to stay.

It is almost exactly one mile on the boulevard parkway from the center of the I-5 overpass east to the intersection of Marguerite Pkwy. The Shops at Mission Viejo, one of Orange County's premier malls, and the Kaleidoscope Entertainment Center flank Crown Valley at the freeway. The medical complex is 2/3 mile to the east.

The business corridor then extends south down Marguerite to the city limits, taking you past Saddleback Community College and a collection of six luxury auto dealership in a diverse retail center.

Much of the projected 60,000 population growth of South Orange County comes from the foothills east of Mission Viejo, with homes ranging from \$500,000 to \$1.5 million and higher.

Here are some of the highlights of Crown Valley development:

- **Widening and Beautification.** Beginning this fall, Crown Valley will be widened from six to eight lanes from Puerta Real just east of the freeway to a bridge linking Mission Viejo to Ladera ranch. The bridge over an arroyo is being widened from four to six lanes. The yearlong project will include landscaping improvements to improve the looks and identification of the commercial center. The project is being funded almost entirely by fees from the Ladera developer and federal funds.
- **Medical Expansion.** In two phases from 2001 to 2020, Mission Hospital will add 420,000 square feet of medical office space (leasing is underway), 100 beds to the 364-bed hospital, and a 2,285-stall parking garage. The center currently offers 284,000 square feet of office space and 2,535 parking spaces. The mall includes two large parking garages, so Crown Valley corridor visitors will continue to enjoy convenient parking.

- **Kaleidoscope Happenings.** A unique facility that brings parents and children together for physical exercise and fun on a wide variety of climbing, sliding and similar apparatus has opened. The center's movie theaters will offer free family films this summer, which will also bring the latest Harry Potter movie in June.
- **Audi Dealership.** The sixth luxury auto dealership is opening on south Marguerite, with a Jaguar dealership also being proposed. They comprise an unparalleled collection of convenient choices for the import buyer, with retail businesses in the vicinity benefiting from the draw.
- **Other Additions.** A family medical clinic, women's fitness center and a UV-less tanning salon have opened at Crown Valley and Marguerite. Brian Howie recently opened a UPS store in a center directly north of the Kaleidoscope on Puerta Real. Here are his reasons for selecting Mission Viejo and Crown Valley corridor for his new business:
 "Mission Viejo is recognized as one of California's most successful planned communities. Situated in Southern Orange County between Los Angeles and San Diego. Located along side of interstate 5 it provides easy access to Los Angeles, Orange County and San Diego, not to mention the enormous growth in business and high-income homeowners. That notoriety attracted our Area Office to place four other neighborhoods The UPS Store in retail centers in the surrounding Mission Viejo area.
 Whether going to the Shops at Mission Viejo, Kaleidoscope, Saddleback college or coming from interstate to home or apartment. Crown Valley Parkway gives a "halo affect" that speaks volumes in customers.
 Whether it's great shipping options, or our full-service packaging, mailbox or document services, copying, and printing services, you can get it done at our neighborhood The UPS Store location, 27525 Puerta Real, Suite 100.
- **Saddleback College Adult Education.** One of two campuses comprising one of the largest community college districts in the state, Saddleback College is renowned for adult education and full-time business curriculum as well as 4-year college preparation with two-year associate degrees. If your business is located in Mission Viejo, your employees could attend day or evening classes to fit business and personal schedules. www.catalog@Saddleback.edu will take you to the course catalog through the college home page. Catalog@saddleback.edu is email access for direct inquiry.
- **The Complete Package.** The Crown Valley Corridor offers virtually everything your business needs, including a large office supply store on Crown Valley and storage center on

south Marguerite with special services for business equipment and document safekeeping.

- **Elsewhere in Mission Viejo.** Every business in Mission Viejo is readily accessible from five freeway exits and north on Marguerite from Crown Valley. Take a photo tour on this website to see how beautifully the city is maintained and its multiple offerings.

Better yet, visit Mission Viejo soon. The best place to start is Crown Valley Parkway, the Miracle Mile.

For additional information on business opportunities in Mission Viejo, contact the Mission Viejo Community Development Department at 949-470-3053.