

WELCOME

TO THE CITY OF LAGUNA NIGUEL



We roll out the red carpet for you.

City of Laguna Niguel
30111 Crown Valley Parkway | Laguna Niguel, CA 92677
www.cityoflagunaniguel.org | (949) 362-4300

WELCOME

TO THE CITY OF LAGUNA NIGUEL

Laguna Niguel is a city that proudly and proactively supports its business community. Whether you are a small business or our largest tech employer, the City wants to ensure your business thrives in Laguna Niguel. You can learn more about the benefits of starting or expanding a business in Laguna Niguel or if you are looking for a space in our City, email economic development staff at econdev@cityoflagunaniguel.org.

For more information,
visit www.lagunaniguelbusiness.com.

DEMOGRAPHICS

Mission Viejo

Laguna Niguel is a 14.72-square-mile planned community in South Orange County and is located halfway between Los Angeles and San Diego. It is surrounded by the cities of Aliso Viejo, Dana Point, Laguna Beach, Laguna Hills, Mission Viejo, and San Juan Capistrano. It is a General Law city with municipal elections in November of even-numbered years.

Existing and planned use of Laguna Niguel's 9,456 acres includes 3,549 acres residential, 276 acres commercial, 223 acres mixed uses, 222 acres public/institutional facilities and 3,650 acres designated to parks and open space.

The City's residents enjoy a strong retail and commercial environment. 72% of Laguna Niguel's 24,891 housing units are owner-occupied.

City staff can provide business owners with additional demographic information including population, average income, and other statistics that are helpful to business owners looking to set up shop in Laguna Niguel.



BUSINESS FRIENDLY

Whether you are a longtime residential contractor or embarking on a DIY project, our experienced staff is standing by to help you create the house of your dreams. Our City staff is the friendliest in the county! Our goal is to get to “Yes” as quickly as possible for you.

Laguna Niguel is a business-friendly community always striving to streamline its approval, permit and inspection processes with some of the fastest turn-around times in the County. We have cut through the red tape and have the resources and experience to handle a greater number of applications administratively to get your doors open sooner. The City’s development regulations, property maintenance standards, and sign regulations are equitably enforced to maintain the high community standards expected from our residents and businesses alike and to ensure an attractive and desirable place to live, work and shop.

NO BUSINESS LICENSE FEE

There is no license needed to open a new business, and the City works closely with many of the shopping center property owners as well as the Laguna Niguel Chamber of Commerce to ensure that any regulatory challenges that face our local businesses are addressed quickly. The City wants a thriving business community and will work collaboratively with Laguna Niguel restaurants, shops, offices, and retailers to ensure a smooth process, so you can focus on growing your business.

eNEWSLETTER

The City's weekly economic development eNewsletter provides timely information, resources, programs, and updates to help businesses thrive!

By subscribing, businesses and community members learn about everything from the latest news and resources; grant opportunities; and free programs to help businesses grow; events providing vast community exposure; featured businesses; new laws and mandates; and much more. The eNewsletter is part of the City's ongoing effort to foster economic development and benefit Laguna Niguel's outstanding business landscape.

For more information, contact 949-362-4300 or email us at econdev@cityoflagunaniguel.org
Subscribe to our weekly newsletter!



FEATURED BUSINESS

To support local businesses and fuel our economy, the City of Laguna Niguel has a Featured Business program designed to highlight the spectacular restaurants, stores, establishments, and companies that are the fabric of this dynamic community.

In a video spotlight, we are proud to feature local businesses, their goods and services and acknowledge their vast contributions to our community. There is no cost to the business owner, and the video will be shown on the City's website. These featured businesses – and all our outstanding businesses – epitomize and complement the many attributes that make Laguna Niguel a great place to live, shop, dine, visit, and conduct business. See the featured businesses at www.lagunaniguelbusiness.com.

For more information about our Featured Business Program, contact econdev@cityoflagunaniguel.org or call 949-362-4300.

HIGH QUALITY OF LIFE

The City of Laguna Niguel is consistently ranked one of the safest cities in California (6th safest city in California for 2022). It is a beautiful, master-planned community with a population of roughly 66,000. Residents, employees, and visitors enjoy an outstanding quality of life, award-winning schools and access to nearby public and private universities and a community college.

Laguna Niguel has a highly skilled workforce and is conveniently located between San Diego and Los Angeles counties next to Interstate 5 and State Route 73 toll road. The nearby Laguna Niguel/Mission Viejo Station provides both Metrolink and Amtrak service, and the John Wayne Airport is about 18 miles north of the City via the 73 toll road and Interstate 405.

The City has 24 public parks including a dog park and skateboard and soccer park; beautiful aquatic and recreation and senior centers as well as access to miles of Orange County's trail system and regional parks.

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