

NEWS

'Furniture row' in Laguna Hills gets an update



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Published: Dec. 9, 2013 Updated: 5:22 p.m.



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LAGUNA HILLS – Commuters on I-5 may have noticed a little more color among the furniture stores along Avenida de la Carlota.

The shopping center, recently branded The Row, is wrapping up a renovation this month, Robin Mather, vice president of the Southern California division of owner PS Business Parks, said.

The 513,135-square-foot, 25 building complex received new signs, fresh coats of paint, new landscaping, parking lot and sidewalk improvements and updated roofing, she said.

“We wanted to take the opportunity now in an improving economy,” PS Business Parks Chief Operating Officer John Petersen said. “We also thought this would be a good way to reward the retailers who have been there for years.”

PS Business Parks has owned the shopping center since 1998.

Mather said the shopping center, often referred to as “furniture row,” is a landmark property along the I-5 corridor.

“There’s thousands and thousands of people driving by that location on their commute,” Petersen said. “It’s such a good location, and it was time for a remodel.”

Mather said her company hopes the branding of the shopping center will help to attract businesses focused more on customers’ lifestyles – retailers in the vein of a cooking store, bicycle shop, art gallery or beauty supply store. That doesn’t mean the door is closed to furniture or home goods retailers, however.

“We want a mix of retailers in there,” Petersen said. “Folks drive by there every day and it’s convenient. We want them to be able to stop in and grab two or three things in one location.”

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