

# City of Alhambra

## PRESS RELEASE

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## CITY OF ALHAMBRA WELCOMES VOLKSWAGEN ALHAMBRA TO ALHAMBRA AUTO ROW

May 1, 2009 – Alhambra, CA – Lookout Alhambra! Motorists will soon find additional reasons to experience *Fahrvergnügen*. The City of Alhambra is pleased to announce that it has approved an agreement to bring Volkswagen Alhambra to its downtown Auto Row.

Stating that Alhambra is one of the most progressive cities he has ever encountered, Rich Wilson, the owner of Volkswagen Pasadena has closed escrow on the site at 1811 W. Main St., last occupied by a Dodge auto dealership, and has signed a lease on a paved adjacent lot at 1831 W. Main St. to be used to display new vehicles. The existing showroom will be rehabilitated to meet the new U.S. design requirements of the Volkswagen Corporation.

The Alhambra Redevelopment Agency was instrumental in finalizing the negotiation process by offering up to \$1,000,000 toward the rehabilitation cost of the larger parcel at 1811 West Main Street. In addition, the Agency will provide \$30,000 per year over ten years towards rental assistance payments for the smaller parcel at 1831 W. Main St.

The City of Alhambra welcomes the establishment of Volkswagen Alhambra, anticipating that it will have a positive impact on the City by helping to eliminate blight, establish a new business in a vacant building, as well as create new jobs and expand the tax base. It is anticipated that approximately 60-80 jobs (primarily full-time) will be created, and approximately \$50,000 per year will be generated in tax increment revenue to the Agency, along with approximately \$250,000 annually in sales tax for the City.

The establishment of the Volkswagen dealership in the Alhambra Auto Row will enhance and strengthen the community's standing among other auto retail centers. Auto dealerships already located in Alhambra include Sierra Acura; New Century BMW; Bewley Allen Cadillac; Wondries Chevrolet; Alhambra Chrysler, Jeep, Dodge; Wondries Ford; Goudy Honda; Alhambra Nissan; Alhambra Mazda and Wondries Toyota.

The Volkswagen agreement is one of several important city business developments to transpire since the beginning of 2009. Six new restaurants have opened (or relocated) on Main Street (Mahan Indian Restaurant, Alondra Hot Wings Restaurant & Grill, Loving Hut, 38° Ale House & Grill, Chipotle Mexican Grill and Subway Restaurant), and a Fresh & Easy Neighborhood Market also opened. And, providing further proof that deals can be made, two major lease agreements were recently signed at The Alhambra campus at 1000 S. Fremont Ave. The Newport Dessert Company will lease a 19,000 sq. ft. space for its decadent dessert line which it sells to high end restaurants and directly to consumers via QVC. The business will also lease the 4,000 sq. ft. Café at The Alhambra. In addition, The Alhambra has signed a lease with DeVry University for 16,000 sq. ft. of space, joining other educational institutions in the one million square-foot urban community, including USC Keck School of Medicine, Alliant International University, Platt College, Everest College and Pinnacle College.

For more information about the City of Alhambra, visit [www.cityofalhambra.org](http://www.cityofalhambra.org).

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