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Project History

- Application 2021
- Multiple demands from Planning Commission
- Extensive time, effort & cost
- Enthusiastic solutions
- Responsive to all concerns

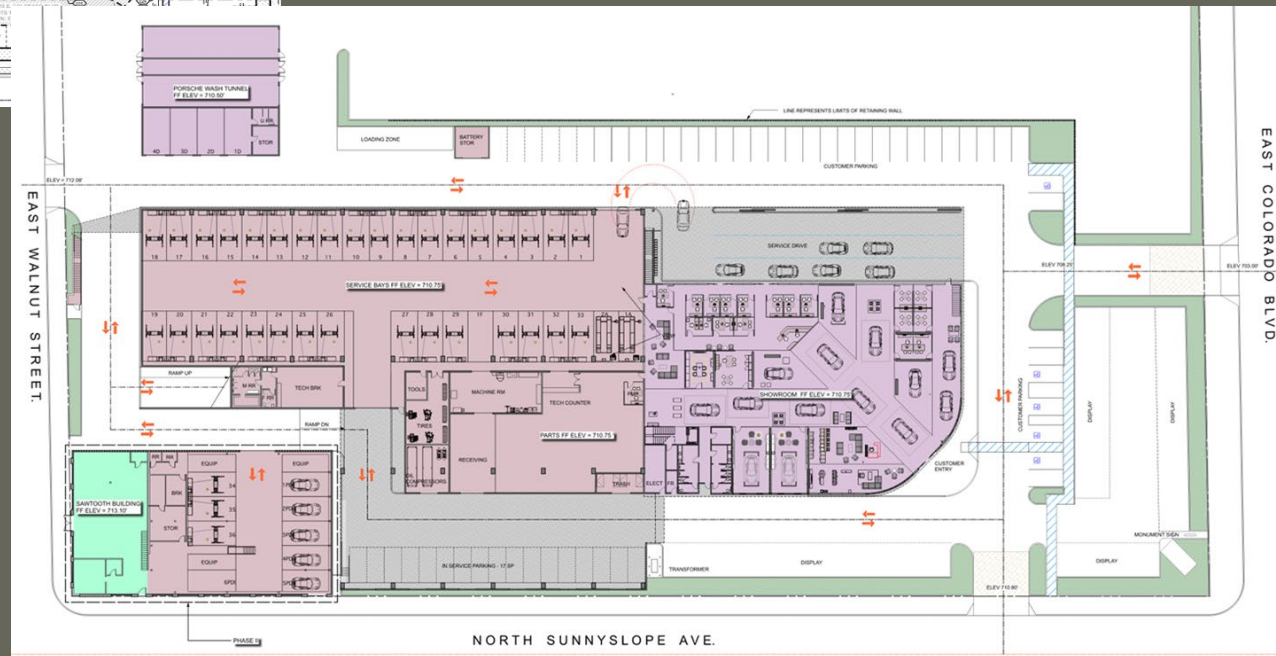
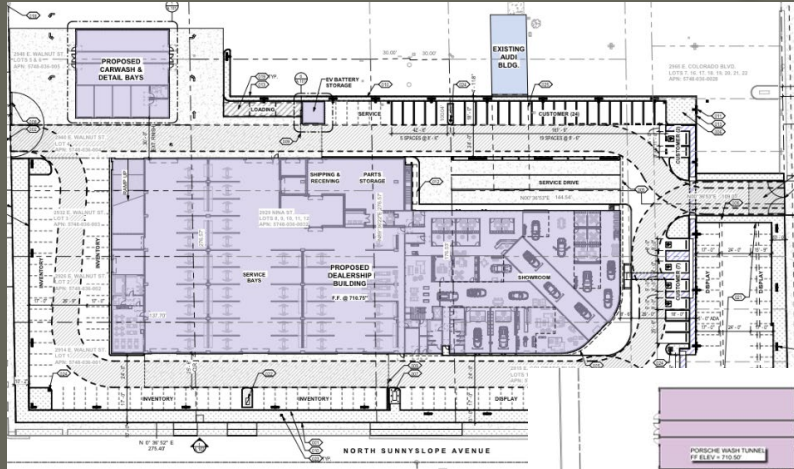


Project Changes



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Porsche Building Redesign



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Partnership with Art Center



Sculpture at Street Edge



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Meets City Design Guidelines

- Creates a building frontage zone
- Engages the street and the public
- Generates interaction between public and private spaces
- Landscaping and shade
- Softens the corner



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Community & Economic Benefits

- Preservation of Swanson Building
 - Partnership with Art Center
 - New public art establishing sense of place
 - Multi-function gathering space for community
-
- Increasing sales tax revenue
 - Catalyst for growth
 - Job growth
 - Vocational training



Rusnak in Pasadena

- Established in Pasadena in 1966
- Multiple luxury brands (currently six)
- Nearly half-billion dollars in annual sales
- Top five sales tax producers in the city
- Driving millions to city coffers for more than 50 years
- Support for more than a dozen local charities



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Rusnak Sales Tax

- Sales tax revenue generated to Pasadena
 - \$2.4 million annually (FY23)
- Porsche = 40% of total revenue
- Porsche sales tax
 - More than \$1 million annually to City



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Sales Tax Impacts

- Permanent 30% increase in new vehicle allocations
- 10% increase each year thereafter for 10 years
- Doubling of total sales volume less than 10 years

- Sales tax to city also doubles
 - \$2 million annually
- Adjusts with inflation as car prices rise



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Catalyst

- \$40 million investment
- High visibility, iconic international brand
- Art piece serves as landmark
- Events under sculpture draw people
- Porsche as aspirational brand
 - People want to wander and look
 - Outdoor display/garden invites engagement
 - Stay to shop, eat, plan in the district



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Jobs

- Increase in jobs:
 - 61 jobs expands to more than 90
 - 40% highly paid technicians
 - 40% well paid sales staff
 - 20% administrative, all well above minimum wage



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Vocational Training

- PCC Automotive Technology program
- Hands on internships on site
- Electric, hybrid, high-performance vehicles
- Soft skills on the job
- Future program development
 - Advisory Board Member



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Economic Expansion

- Legacy business
 - Invested in community for almost 60 years
 - Millions in support of local charities
- Icon international brand
- Existing sales tax revenue
 - and significant growth
- Expansion of jobs and vocational training
- Redevelopment of underutilized parking lot



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Conclusion

- Trying to keep investments and revenue in Pasadena
- Three years in process
- Redesigned to preserve Swanson Building
- Lengthy engagement to design street edge
- Exhaustive negotiations with Porsche
- Key partnerships with community
 - Art Center & PCC



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Multi-panel Construction



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Beautiful Organic Forms



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Aluminum Strips

Panels bend and twist to reflect the lanes on a highway and the curves of a racetrack

