



## City Manager Position Available, Apply by February 20, 2015



Welcome to Normandy Park! You can travel all across this country, but you will not find a more gorgeous setting for a city than Normandy Park! A coastal community sitting along Puget Sound halfway between Seattle and Tacoma, it is nestled among old-growth conifers. Beaches and clear streams provide unique spawning habitat for salmon and trout. Their predators; soaring eagles, herons, and otters, are frequently seen in the vicinity.

The Seattle Metropolitan magazine rated Normandy Park one of the five “hottest” places in the Seattle area. It is also considered one of the top neighborhoods in the Seattle/Tacoma metropolitan areas. With its incredible views of Puget Sound, Mt. Rainier, and the Olympic Mountains to the west, it is truly a “hidden gem.”

Symbolizing its commitment to its residents, this relative small city has a community recreation center with modern ball fields and over 100 acres of parkland. It has six major parks (including two of which are low intensity nature preserves with undisturbed natural woodlands



and walking trails) and a number of mini/pocket parks. Needless to say, the City has much to offer the outdoor enthusiast. Exercise buffs appreciate the walking, jogging, and biking trails. For those who love the water, sail boarding, boating, and beach activities such as clamming are available. The Seattle Metropolitan magazine listed Normandy Park as one of the top ten beaches in the Puget Sound area, nearby mountains offer skiing, hunting and fishing. For those who enjoy the arts and entertainment, or professional sports, they can be found just twenty minutes north in downtown Seattle. Twenty minutes to the south are Tacoma's less well-known theaters and museums—the Museum of Glass, Washington State Historical, Tacoma Art Museum and America's Car Museum.

Proximity is a big selling point for Normandy Park. It is a short trip to SeaTac International Airport yet far enough away that you do not feel the traffic congestion often associated with living in the vicinity of a large airport. Interstate-5 and the Link light rail are close so it is an ideal location for commuters and traveling professionals.

Once the home of primarily Boeing engineers and airline pilots; a new generation of families has discovered the community. Attractive and stable, it has a historically low crime rate, and a world class primary school, Marvista Elementary. Parental involvement is high and families have been known to relocate to Normandy Park primarily due to the merits of the school. They simply want their children to obtain a high quality education in a clean, safe, attractive, and natural environment! Post-secondary educational opportunities are available in the nearby Seattle and Tacoma areas.

Normandy Park is not a new city. The early architecture of the neighborhoods is unique. One will find both French Normandy style





homes (from which Normandy Park obtained its name) and homes designed by Frank Lloyd Wright and other renowned architects. A stimulating and creative atmosphere surrounds the city and it is now home to astronauts, architects and authors in addition to regular folks. The residents are warm and friendly. They love their community and stay, or if they leave, they come back. As a result, the City has a multi-generational character. Many residents discovered Normandy Park years ago, now their children and grandchildren reside here, sometimes in the same family home that has been passed down from one generation to the next.

Yes, Normandy Park is the “hidden gem,” of Puget Sound. It is an exceptional, affluent, suburban community and a great place to live, play, and raise a family. Of course, if you want to visit somewhere else other than nearby Seattle or Tacoma, the Canadian cities of Vancouver and Victoria are about three hours further north.

## History

Normandy Park area was initially homesteaded in 1853. In the mid-1920s the Seattle-Tacoma Land Company was organized to develop 1,200 acres of land on the shores of Puget Sound between Seattle and Tacoma. Known as Normandy Park, it was a planned residential community with unique covenants and carefully crafted plans that include distinctive architecture.

Table I: Growth Since Incorporation

Census	Population
1960	3,224
1970	4,202
1980	4,202
1990	6,709
2000	6,392
2010	6,335
2013 est.	6,557

Source: U.S. Census

By 1929, the entire area had been platted. Good gravel roads were built and a water system installed that was fed from deep wells in the area. An elegant clubhouse was built on what is now known as "Lot A," and promotional efforts such as free refreshments and band concerts were offered there to promote Normandy Park. Building started with a distinctive brick house on Lot 1, Block 20, and is located at 17999 Normandy Terrace SW. A few other houses in the French Normandy style were built soon after, as well as two Prudence Penny Budget houses.

The depression brought a halt to all development activities of Normandy Park and the Seattle-Tacoma Land Company "abandoned" the project. The clubhouse was sold and much of the property passed into private hands. In the late 1940s and early 1950s, Normandy Park was "rediscovered" and, within a few years, many fine homes were built. It quickly became a vigorous community, so much so that the residents decided to incorporate as the City of Normandy Park in 1953. They simply wanted to control their own destiny. Since then, the City and its government have been very stable.

Normandy Park is largely a suburban, single-family residential community with nominal retail and some award- winning mixed use development. The Seattle Southside website lists several redevelopment efforts that are in place or contemplated for the future.

The City’s First Avenue Economic Redevelopment Plan, completed in 2004, resulted in a vision for the redevelopment of First Avenue South. In 2006, the Plan began to come to life with the construction of Normandy Park Towne Center. It is now built out with over 60,000 square feet of retail/commercial space. Less than one block from Normandy Park Towne Center, Normandy Place was opened in 2008, with 2,500 square feet of office and retail space and 36 condominium units.

The City, through an American Recovery Reinvestment Act grant, invested in major infrastructure improvements on 1st Avenue South, the north-south transportation spine of the city along which two neighborhood commercial centers flank the street. The southernmost center is Towne Center, and to the north a couple miles is Manhattan Village Shopping

Table II: Climate Data for Neighboring Tacoma

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Average High °F	47	50	55	60	66	71	76	77	71	61	52	47	61
Average Low °F	35	36	39	42	47	52	55	55	51	45	40	35	44
Precipitation in Inches	5.4	4.4	2.9	2.9	2.0	1.6	0.9	0.8	1.4	3.4	6.1	5.9	39.0

Source: Weather.com

Center. The intent of the infrastructure improvements to 1st Avenue is to support re-development of these two neighborhood commercial centers. Bicycle lanes, sidewalks, transit stops, landscaping, lighting, and other improvements will improve safety and sustainability of the neighborhood centers.

The northern neighborhood mixed use center, dubbed Manhattan Village, was included in a subarea plan update that incorporates strategies and innovative economic development and land use codes and policies to stimulate re-development. The subarea plan seeks to both increase commerce and create a desirable public gathering place at this major crossroads area of the city. There remains much to be accomplished with the implementation of the Manhattan Village Subarea Plan.

Table III: Population by Age Group

Age Group	Percent
Under 5	5.0%
5 to 15	13.7%
15 to 25	6.6%
25 to 35	5.5%
35 to 45	9.6%
45 to 55	20.5%
55 to 65	15.6%
65 to 75	11.0%
75 to 85	8.1%
85 +	4.5%

Median Age	48.7
------------	------

Source: U.S. Census

## Geography

Normandy Park is located in King County, Washington. It covers 6.68 square miles of which 2.52 square miles are land and 4.16 are water. It lies on the eastern side of Puget Sound approximately 13 miles due south of Seattle. Its official elevation is 328 feet above sea level.

## Climate

The City has four distinct but relatively mild seasons. Average summer temperatures range from 52° to 77° Fahrenheit and in the winter range from 35° to 47°. See Table II for climate data.

On average the City experiences 201 cloudy days a year and another 93 partly cloudy days. The area’s reputation for rainy days comes from the frequency and not the total accumulated rainfall. In fact, its annual average rainfall is approximately 37 inches, less rain than what is received in New York, Atlanta, or Houston.

## Demographics

The Census Bureau estimated the City’s population to be 6,416 in 2011. The breakdown by age can be seen in Table III.

The population density was 2,513.9 inhabitants per square mile. The racial makeup of the city was 86% White, 1% African American, 1% Native American, 6% Asian, 2% from other races, and 4% from two or more races. Hispanics or Latino of all races compose 5.2% of the total population.

Normandy Park’s population is well-educated. 96% of the population over 25 has graduated from high school and 47% have a Bachelor’s degree or higher, the latter figure is 16% above the state average. Based on

per capita income; Normandy Park ranks 26th of 522 areas in the state of Washington.

## The City Government

Normandy Park is classified in the Revised Code of Washington as a "non-charter code city" with a "council/manager form of government". As such, it is overseen by seven elected Councilmembers, one of whom is selected from among the members to be Mayor and to serve as Council Chair. All are elected at large and serve four-year terms. The City does not have term limits. The Mayor is elected by the Council for a two-year term. The City has municipal elections for four councilmember in November 2015. Of those positions up for election, two council members are completing their first four-year term on Council; the other two Council members have multiple terms of council service under their belts. Councilmembers serve without compensation.

The Council is supported by several active citizen advisory commissions and committees: Planning Commission, Parks and Recreational Commission, Arts Commission, Facilities Planning Task Force and the Economic Development Committee. Citizen participation is an essential part of Normandy Park's governmental process. The City uses volunteer participation for noxious weed pulls, light repairs, and even a forty foot park bridge designed and built with local talent and volunteers

The City currently provides a range of services to its citizens. City departments include City Manager's Office, City Clerk, Community Development, Finance, Police, and Public Works. Water and sewer services are provided by a special district that is separate from city government. Fire services are provided by the Burien/Normandy Park Fire Department and Fire District #2. Electricity and natural gas are provided by Puget Sound Energy. The city parks are under the jurisdiction and funding of a Metropolitan Park District, the governing board being the Normandy Park City Council. This model for city parks funding has generated a half million per year to offset a beleaguered General Fund budget and dedicated to an exceptional parks system in Normandy Park.

The City's total budget for 2015 is \$8.6 million, including \$4.6 million in the General Fund. Property taxes are one of the major sources of ongoing revenue. Residents pay \$1.60/\$1000 of assessed valuation, which is the maximum allowed for the city. Other major revenue sources are utility taxes and franchise fees. Retail sales taxes account for \$479,273 up from \$300,000 annually just a few years ago.

The City's financial condition has improved significantly following the recession with General fund reserves increasing from \$377,291 in 2012 to \$1,204,388 at the end of 2014. General fund reserves are over 25% of the General Fund budget, an enviable position compared to most cities.

The City has 22 full-time, 6 part-time or seasonal employees and 5 volunteers. The Police Department is 41% of the General Fund budget. Normandy Park takes great pride in its law enforcement team and its very low crime rate. Unfortunately, during 2014 the city experienced its first homicide in 29 years. The City has one bargaining unit, the Police Guild. The Guild contract runs through the end of 2015, so negotiations will commence on a new agreement in May of this year.

## Challenges and Opportunities

The long term budgetary and financial condition of the City is the most prominent issue facing the new City Manager. Over the past several years, significant progress has been made. General Fund reserves have increased. A major concern is the long-term sustainable financial future. The City is dependent on property, utility, franchise fees, and sales taxes. Whereas, sales tax is a major revenue growth source for most cities in Washington, Normandy Park has a relatively small sales tax base. To complicate matters, the City is dealing with the same struggles many other Washington cities are facing due to the passage of several tax limitation initiatives. The council and staff continue to look for additional sources of revenues, efficiencies, and budget savings. To be clear, substantial ongoing financial challenges exist for the next City Manager to address,



Communication with the residents, City Council, and staff is the next challenge. Getting in front of issues and working collaboratively with the City Council is a must. The communications need to be driven by a clear set of goals and direction from the community through the City council. The City Manager must be the champion of the community vision and goals and dynamically articulate them at every opportunity. Strategic communications using all available media tools including social media are essential.

Other opportunities facing Normandy Park are implementing the Manhattan Village Subarea Plan, continuing the community's revitalization and redevelopment efforts, addressing funding for aging infrastructure, find options for the replacement or renovation of the City Recreation Center and City Hall, construction permits, and code compliance. Updating the Comprehensive plan and developing a Parks Master Plan are major goals for 2015.

Finally, while the city has been fortunate to have a strong, motivated, and very competent staff, insuring their morale, well-being, and retention is a priority

## The Ideal Candidate

This position is a great opportunity for the right person. The City Council is looking for a well-seasoned, astute, and polished professional. To be successful, he/she will need to be straightforward, creative, collaborative, progressive, and possess high energy. This individual also needs to have an engaging personality with strong people and public presentation skills. A desire and willingness to be transparent and accountable to the community will also be critical.

The right manager will be a clear and direct communicator, an effective listener, with a proven track record of getting things



done! He/she will need to be able to foresee the consequences of actions, avert crises, and advise the City Council so they can optimize their decisions. He/she will need to have self-confidence, communicate clearly, and be authoritative in telling the Council what it needs to hear, not what they wants to hear. The individual will understand politics but not be politically involved. He/she must have the ability to collaborate with the elected officials refining their vision of the City, establishing goals, and developing long range strategies to fulfill that vision.

The individual will be an outstanding team leader and a mentor of staff. Since the professional staff is small, the ideal candidate will need to roll up his/her sleeves and perform some staff work, yet not micromanage every detail of the organization. This manager will provide direction and resources while relying on the staff to get the job done. At the same time, he/she will hold people accountable for their performance and expect projects to be completed on time and within budget. Personally, the manager will be honest, ethical, an outstanding communicator, and problem solver. Resources are limited so the ability to think outside the box will be important. The individual also needs to understand and be sensitive to ecologically friendly policies and practices. Experience with Federal, Washington and King County grants and policies are a bonus as well as experience with shorelines, wetlands, sensitive lands and climate action.

The manager needs to represent the City in a professional manner both within and outside the organization. This individual must have the ability to engage in collaborative approaches and

productive partnerships with other entities. He/she will relish being involved and know how to reach out and work with community volunteers. Tact and diplomacy are essential as is attention to detail, and a love for the City.

The City is looking for someone with specific work experience in city government with an operational understanding of budgeting and city finances. Experience in overseeing land use planning, public works, redevelopment and revitalization efforts, and public relations is a must. Experience working with Washington State agencies and the State Legislature will be a plus.

This position requires graduation from an accredited four-year college or university with major coursework in public or business administration or related field. A Masters in Public or Business Administration is preferred. Five to seven years of experience as an assistant manager or administrator in a larger city, or as city manager or administrator of a smaller city in a metropolitan area would be ideal. A combination of direct experience and education in the field of city management is preferred.

Applicants must be bondable and possess a valid driver's license.

## Compensation

The salary range is \$110,000 to \$140,000 plus excellent benefits. The City will offer an employment agreement to the successful candidate.

## Residency

Residency in the city is not required, but encouraged.

## Confidentiality

Candidates' names will not be released without the candidates' permission. However, it is expected that when the City Council selects finalists, their names will be released to the public.

## How to Apply

Email your resume to [Recruit45@cb-asso.com](mailto:Recruit45@cb-asso.com) by February 20, 2015. Faxed or hard copy applications will not be considered. Please direct all of your questions to John Darrington at (509) 619-0880 or (509) 823-5138.

## The Process

Applicants will be screened in late February with semi-finalists identified shortly thereafter. Finalists will be selected near the end of March with interviews in Normandy Park April 10th and 11th with a selection shortly thereafter.

## Other Information

It is the policy of the City of Normandy Park to provide equal opportunity in all terms, conditions, and privileges of employment for all qualified applicants and employees without regard to race, color, national origin, gender, age, marital status, genetic information, veteran status, sexual orientation, creed, ancestry or the presence of any sensory, mental or physical disability, or any other basis protected by applicable discrimination laws.

COLIN BAENZIGER  ASSOCIATES  
EXECUTIVE RECRUITING