



Normandy Park, WA

Population - 6,461 residents

If you are an energetic, resourceful leader and manager, you may have just found your next job.

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 habitats 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 20 minutes north in downtown Seattle. 20 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 light rail link 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' grandparents 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



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
2011 est.	6,461

Source: U.S. Census

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.

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.

Commerce

Normandy Park is largely a suburban, single-family residential community with nominal retail and 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. While the first phase is completed, more remains to be done. In all it will include over 60,000 square feet of retail/commercial space and 100 new condominium and townhouse dwelling units. 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 Recover 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 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

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

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.

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 composes 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. Two councilmembers are completing their

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
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Source: U.S. Census



first year on Council with one Councilmember in his fifth term. All would agree that the City Council is transitioning from an older traditional membership to younger politically active working professionals. Councilmembers serve without compensation. The next election occurs in November of this year when three positions are up for election.

The City Council began two meetings per month last year in order to deal with some very difficult financial and land use issues. Most City Councils get a “honeymoon” period, but that did not happen. As a result, one councilmember noted, there have been “some bumps in the road” during 2012 in terms of the Council internal working relationships. With a new city manager, they are committed to harnessing that energy and to working more effectively together on community issues.

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. 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.

The City’s total budget for 2013 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 for the city. Other major revenue sources are utilities taxes and franchise fees. Retail sales taxes account for only \$300,000 annually to the General Fund.

The City has 23 full-time and four part-time or seasonal employees. 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. The last homicide was in 1985. A new three year Police Guild labor contract was approved recently. As a result, the new manager will have some time before the next negotiations cycle.

Several Boards, Commissions, and Committees made up of citizen volunteers advise the City Council and City Administration. Citizen participation is an essential part of Normandy Park's governmental process. The city is learning to use volunteer participation for noxious weed pulls, light repairs, and even a forty foot park bridge designed and built with local talent and volunteers.

Challenges and Opportunities

The long term financial condition of the City is the most prominent issue facing the new city manager in order to secure a sustainable financial future. As a result of the City's recent financial struggles, Standard and Poor downgraded the city's bond rating to A+ with a negative outlook. In November 2012, the citizens brought the city back from its own "fiscal cliff" by approving a levy lid lift by a 65% to 35% margin. The citizens treasure their community and are committed to the long term viability of Normandy Park! The resulting levy of \$0.30/\$1000 of assessed value will generate approximately \$300,000 annually. Twenty year bonds have been issued to settle a road construction dispute (\$1.125Mil.). 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 good news is the City's financial condition is improving and a General Fund reserve of \$475,000 is projected for yearend 2013. The council and staff continue to look for additional sources of revenues and savings. To be clear, substantial ongoing financial challenges exist for the next City Manager to resolve.

Effective communication with the residents, City Council, and staff is the next challenge. The next manager will need to get out front on issues and not let the crisis of the moment "drive the bus." Public perception of the City of Normandy Park needs to be patched up. The basic distrust of government that pervades our culture has been accentuated by the City's financial crisis and

must be turned around. Strategic communications using all available media tools including social media are essential.

This past year, the city faced significant concern about the location and oversight of group homes for the mentally ill. While progress is being made by working with state agencies and a stakeholder group of residents and many other interests, resolution of this issue remains an important challenge and opportunity to re-build trust in the community.

The Manhattan Village Subarea Plan is the result of many years of work and effort by the city to support redevelopment of the neighborhood commercial centers along the 1st Avenue South corridor to both increase livability of the community and increase revenues for city services. Implementing the Subarea Plan, as well as continuation of improvements to 1st Avenue South and development of Towne Center provide key opportunities to boost Normandy Park out of the economic doldrums and position the city to take advantage of changing demographics, retail preferences, and housing recovery. The city's unique placement and circumstances, as studied in a recent market assessment, make changes for quality neighborhood offerings especially promising. Finally, while the city has been fortunate to have a highly competent core staff, the last several years have spread the work load thin as numerous layoffs have been necessary. The remaining staff has not had pay raises or step increases in the last three years until the current budget. The new manager will need to find ways to retain current staff while deciding on solutions regarding minimum staffing of the city.

The Ideal Candidate

This position is an incredible opportunity for the right person. To be successful, you will need to be straightforward, creative, intelligent, progressive, and possess a high level of energy. You will also need to have an engaging personality with strong people and communication skills. A desire and willingness to be transparent and accountable to the community will also be critical.



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.

This manager will be an experienced professional with proven success who can foresee the consequences of actions, avert crises, and advise the City Council so they can optimize their decisions. He/she needs to have the confidence to tell the Council what it needs to hear, not what it wants to hear. The individual will understand politics but not be politically involved. He/she must have the ability to help the elected officials refine their vision of the City, establish goals, and develop long range strategies to fulfill that vision.



The manager needs to represent the City in a professional manner both within and outside the organization. They must have the ability to engage in collaborative approaches and productive partnerships. 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. A sense of humor will be critical!

The City is looking for someone with work experience in long term financial and land use planning, public works and project

management, and who is savvy with public relations. Experience working with Washington State agencies and the State Legislature will be a plus.

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

Compensation

The salary range is \$110,000 to \$140,000 plus benefits. The prior city manager had an employment agreement.

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 Recruit22@cb-asso.com by February 22, 2013. 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 between February 23rd and March 25th with an invitation to interview by April 10th. Finalists will be interviewed in Normandy Park on April 26th and 27th 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.

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