

TOTEM LAKE

FIRST FLOOR TENANTING CONCEPTS

Northwest University
Recommendations

The logo for Northwest University, featuring the words "Northwest" and "UNIVERSITY" in a serif font, with a stylized white graphic element on the right side of the text.

Northwest
UNIVERSITY

TASK:

- **Research** the issues facing Totem Lake
- Consider the tenant opportunities created by **zoning changes** that eliminated first floor retail requirements
- Present **recommendations** for potential “**non-retail**” tenants
- Recommend methods to **effectively market** to potential tenants

GIVENS:

*Totem Lake faces a number of **issues**:*

- *Traffic flow*
- *Aesthetics/Lack of unified design*
- *Absentee landlord issues*
- *Surrounding area largely commercial*

POSITIVES:

- *Totem Lake offers **benefits:***
- *Low cost*
- *Central location*
- *Excellent access from freeway*
- **Re-zoning in certain plazas to attract non-retail tenants**

FIRST FLOOR
TENANT
DEMOGRAPHICS:

- *Attracted to centralized location*
- *Attracted to low cost*
- *Tenant customers not impacted by negatives*
- *Most interested in vision for activity **inside** of location*
- *Not off-put by previously mentioned negatives*
- *Less concern for outside visual impression*

RECOMMENDATIONS:

- *Religious-based organizations*
- *Non-Profit/Social Entrepreneurship Incubator*
- *Lecture classroom rental space*
- *Community Arts Center*
- *Creatio extension*
- *Sports*
- *Library extension and Wi-Fi hub*
- *KTUB Teen Center Branch*

MARKETING
RECOMMENDATIONS:

- *Commercial real estate agents*
- *Virtual “Totem Lake Website” linked to City of Kirkland page*
- *Social Media Integration*
- *Local church marketing via NU*
- *Nonprofit directory*
- *Local College and University lists*

iGENERATION

- *Coffee shop*
- *Pubs*
- *Social hubs*
- *Wi-Fi*
- *Facebook/social media*
- *Restaurants*
- *Artistic center*
- *Stage venues*
- *Music*
- *Sports facility*
- *Further retail options*