



Totem Lake

ON TRACK

December 2010



Welcome to the first edition of the Totem Lake bulletin, "On Track." The idea of this publication came from the Totem Lake Symposium hosted by the Kirkland City Council in September, 2010 as a means to announce improvements to the Totem Lake Neighborhood and Business District, communicate regulatory updates, and highlight area businesses.

BUSINESS HIGHLIGHT:

The City of Kirkland would like to acknowledge the existing businesses in Totem Lake by showcasing a sampling of them in this publication. If you would like to be featured, contact Duncan Milloy, Business Retention Consultant, at 425-829-7234 or dbmilloy@gmail.com.

DeYoung Manufacturing, Inc.

Malcolm DeYoung refused to be the last person to leave Seattle in 1971 and turn out the lights. He founded his own company instead. Almost 40 years later, it has grown into a thriving Totem Lake manufacturer of custom magnetic products for the avionics, amplification,

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Action Plan Keeps Totem Lake Revitalization on Track

On December 7, 2010, the [Kirkland City Council](#) unanimously adopted a [Preliminary Action Plan for the Totem Lake Business District](#). The Plan responds to issues raised by Totem Lake Symposium attendees at the September 16, 2010 meeting with immediate, short and mid-long term strategies to catalyze the revitalization of this important business district.

Immediate Efforts

Although Plan strategies are primarily focused on fulfilling Totem Lake's destiny as a major regional urban center with dense residential and employment subareas powered by a 21st century transportation system, the City Council also appreciates the need to promote the many existing assets of Totem Lake. In the immediate term, staff is broadcasting what is great about Totem Lake thru a variety of communication efforts including quarterly bulletins like this one, while documenting City actions to improve it.

Also, in separate actions on December 7th, the City Council adopted the [Capital Improvements Plan](#) (CIP), and with it a placeholder of \$5 million toward the purchase of the Burlington

Northern Sante Fe (BNSF) [Eastside Rail Corridor](#), one element of a multi-modal transportation solution for this district and Greater Kirkland. And, the City Council approved a [draft Legislative Agenda](#) which includes strong support for tax increment financing and other economic development tools that could help finance infrastructure investments in Totem Lake.

A sampling of current activity is included in this first bulletin, including City purchase of the My Home furniture store for a public safety facility, Totem Lake opportunity funds for stormwater and transportation, City initiation of a Totem Lake Green Trips Program to ease congestion, flood control assistance and, on the private side, a cameo of DeYoung Manufacturing Inc., a legacy Totem Lake business.

Short Term Efforts

The first quarter of 2011 will see City departments reprioritizing workplans to incorporate Totem Lake work items. These revised workplans will be brought back to City Council for action in March, 2011. Also, in the first quarter, staff will hold focus groups with the development community to

DeYoung Manufacturing

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computer, industrial, medical, telecommunications and test and measurement sectors of the electronics industry.

This family-owned business outgrew its previous location in Bellevue's Overlake area and moved to Totem Lake in 1984. The business occupies 12,000 square feet in a business park and has 65 employees, most of which work as operators on the manufacturing floor.

The Totem Lake location was chosen in part because it offered better access for several of the owners who live in Kirkland, Bothell and Redmond. Another attraction was the ability to purchase the building as an office condominium rather than a leased property. The location however, does have downsides. The local labor pool for manufacturing operators is thin, largely due to a shortage of affordable housing. High land costs make future expansion in Kirkland a challenge.

The company is able to maintain its competitive advantage by focusing on the original equipment manufacturer rather than the consumer market, and by designing and manufacturing its products to meet exacting quality standards. The company maintains ISO 9001:2008 and AS9100 certifications. Rather than test only random samples of work-in-process and finished goods, every single product the company ships has undergone one or more quality assurance checks. That kind of scrutiny has helped build the company's reputation for quality, and fend off many offshore competitors who do not maintain similar standards.

Avionics represents the largest industry segment. The Boeing Company is a major customer, with the 777 platform being an important end-user. DeYoung Manufacturing's Kirkland location places it squarely in the web of local aerospace suppliers that are so critical to supporting Boeing's extensive Puget Sound based production facilities. Honeywell and BAE are important avionics customers as well. In addition to helping keep planes aloft, DMI's products are used in Soldano guitar amplifiers that are built to rock!

Action Plan

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understand whether Kirkland's policies, codes, and regulations are barriers to redevelopment and to identify any areas where changes need to be pursued. The remainder of the short term will focus on implementing these changes while aggressively pursuing outside funding for infrastructure build-out.

Mid-Long Term Efforts

Longer term commitments are distributed among various departments with emphasis on transportation capacity improvements and connections, the introduction of neighborhood amenities, all fueled by more aggressive efforts to partner with the private sector and to procure outside funding for major infrastructure improvements. These major initiatives taken up in the mid-term will likely take until the end of the decade to complete. However, the City Council's aim is to ensure that the City not take our eye off the ball and instead, commit to a long term engagement in making Totem Lake the economic generator, center city and livable mixed use area that the citizens and businesses in Kirkland need and expect.



Participants in the Totem Lake Symposium generate ideas on how to revitalize the Totem Lake Business District

Employers and Employees Can Take a Green Trip



In an effort to reduce drive-alone trips and traffic congestion, the City of Kirkland introduces the [Totem Lake Green Trip](http://totemlakegreentrip.com/) (TGT) Program. TGT is a grant-funded program focuses on all employees and employers in the Totem Lake area but is particularly beneficial for smaller employers. Through rewards, incentives, monthly promotions, centralized information and commute management tools, TGT makes it easy for commuters to manage their commute options. By offering alternative commuting programs, employers can reduce their taxes, improve employee recruitment and retention and do the right thing for the environment. The Program is expected to begin in January 2011. For more information, visit <http://totemlakegreentrip.com/> or contact Thang Nguyen, City of Kirkland Public Works at tnguyen@ci.kirkland.wa.us or (425) 587-3869.

My Home Furniture Building is Future Home for City's Public Safety Building

The Kirkland City Council has long recognized the need to expand the inadequate work space and parking for the Police Department currently located at City Hall. When the City Council accepted the annexation of the Finn Hill, North Juanita and Kingsgate neighborhood areas, further studies were conducted to determine how best to provide Court, police and jail services to serve 33,000 new residents. After months of considering multiple options, including an expansion of City Hall and building a new public safety building, the Council decided to take advantage of an opportunity to purchase an existing commercial building and to design and remodel it to house police and court services. On September 1, the City completed the purchase and sale agreement in the amount of \$10.5 million for the 102,000 square foot building located at 11831 120th Avenue N.E. **This purchase is estimated to save \$14 million over the other options.** The property, located in the Totem Lake area, once housed the "Costco Home" store. The current tenant, My Home Furniture & Décor, will remain as a tenant until they relocate or until the City is ready to initiate remodeling.



City's future Public Safety Building is located at 11831 120th Avenue NE.

Totem Lake Business Data

(September-December 2010)

	# of <i>businesses</i>	# of <i>employees</i>
New businesses (licensed by the City)	13	41
Businesses closed	15	47
Net new businesses	(2)	(6)
Total businesses	715	10,136

Other Business Bits

- Totem Lake Urban Center represents 13% of City acreage (860 acres), 11% of population (5,544), 36% of jobs (10,200), and 31% of sales tax receipts (\$5.1 million).*
- Six of Kirkland's largest employers are located in the District.
- Newly licensed businesses reflect the major business clusters in Totem Lake including light industrial and medical uses.

*2007 statistics

Flood Preparedness Minimizes Risk

In November several Totem Lake businesses received a letter from the City encouraging them to prepare for flooding by purchasing flood insurance, developing a response plan when flooding occurs, teach employees how to shut off utilities (gas, electricity), and to stock sandbags and plan for placement.

The City will be using King County Flood District funding to hire a consultant to assist it in developing

flood reduction programs in 2011. In addition, funds have been set aside in the 2011-2016 Surface Water CIP to develop and implement flood reduction. To learn more about your business property and the potential for flooding, contact Jenny Gaus, Kirkland Public Works, at 425-587-3850 or jgaus@ci.kirkland.wa.us.

For flood preparedness information, visit www.floodsmart.gov.

This bulletin was prepared by the
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Look for the next issue of On Track in April 2011.

www.ci.kirkland.wa.us/business

If you have ideas, comments and suggestions for
Totem Lake, please contact:

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