

# SEATTLE STREET of DREAMS®

## NEWS ON THE STREET

The Seattle Street of Dreams "Team"



Newsletter—November 2006  
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### 2007 Show Site Announced

After rejecting approximately 50 potential '07 Street sites that were presented, John Heller was prepared to take the year off. "We just couldn't find the right combination of lots, topography, location, and lot prices that would make for a great Street," stated Heller, the organizer of the event since its inception in 1983. "So I was beginning to focus on what we could do for our '08 show. I wanted to showcase small and sustainable Street homes, but the sites were just not there."



And then, Heller received a call from **Brian Ross**, president of **Yarrow Bay Development Company**.

"His subdivision focused on sustainability, stewardship of the land, and tons of greenlands preserve. Plus the lots were 'clustered', thereby allowing smaller homes and more open space," said Heller. "We jumped at the opportunity."

**Quinn's Crossing** is a beautifully wooded subdivision near the Echo Falls Country Club in Snohomish County, where our 1993 Street of Dreams was located. "1993 was our 2nd highest attended show, and the location is so desirable for those who desire quiet, yet easy access to major Eastside or Northend hubs. For '07, we're going to have our first show with an architectural theme that enhances a strong 'community feel'. Home designs will foster more communication between neighbors. Covered front porches will be required for every Street home. The architectural theme will focus on the **cottage, bungalow, or prairie farmhouse style homes that accommodate this mission**". We will be showcasing five homes for this

new venue. For more information, please visit



## 2006 Show Closes With Rave Reviews

August 20th marked the closing of one of the most celebrated Street of Dreams in our 23 year history. Approximately 90,000 patrons passed through the gates to view the largest homesites and Street homes ever showcased. Patron feedback, emails, press articles, and our public surveys confirmed that the '06 Show was the best ever. We received 'excellent' marks when asked about the quality of the homes, value of the show, and the general show experience via extensive surveys. Over \$80,000. was donated to **Children's Home Society of Washington and Make-A-Wish Foundation. We are confident that the remaining Street homes will sell soon based on the great location, beautiful setting, and quality of each home. We will probably never see such a stunning combination of incredible homes and homesites as we experienced at Dodd Ranch. If you had the chance to take the tour, thanks again for your support. We'll see you next year at Quinn's Crossing!**



## Opening Night Charity Benefit a Tremendous Success for Children's Home Society of Washington

On a perfect Friday evening with temperatures in the high 70's, the Street played host to approximately 900 guests for our Opening Night Gala to benefit Children's Home Society of Washington. Everyone enjoyed a beautifully catered meal provided by Paragon Restaurant along with a variety of fine wines, beverages, and the always popular chocolate bar. We were also treated with live music at several homes. All of the show participants were eagerly awaiting this night, for it meant they could actually relax and reflect on the accomplishments of the thousands of talented artists, vendors, subcontractors, and suppliers who contributed to such an incredible display of homes. One couple that flew in from New York for the evening were taken back with the *"Superior quality of the homes on the west coast"*. We wholeheartedly agree!



John Heller Greets Guests



# 2006 Award Winners Announced at Banquet

On August 11th, we rented out the entire Chateau Ste. Michelle Winery to enjoy a beautiful meal and announce the 2006 award winners in three separate categories (Realtor, Professional Committee & Public Voting). The wine, food and evening was simply “magical” according to one guest.

**2006 Winners Selected By Realtors:** Over 1,500 area Realtors toured on July 18 and August 2 and cast their ballots on site.

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|--------------------|---|
| Best Value         | House # 1 – Verandah Bay—Brookhaven Luxury Homes  |
| Best Curb Appeal   | House # 1 – Verandah Bay<br>Brookhaven Luxury Homes ■ Malone’s Landscape Contracting, Inc. ■ Skoglund Home Design |
| Most Liveable Home | House # 3 – “The Retreat” at Water’s Edge—Parmenter Homes, Inc.   |
| Best Kitchen       | House # 3 – “The Retreat” at Water’s Edge- Parmenter Homes, Inc. ■ Heartland Interiors ■ Architects Northwest     |
| Best of Show       | House # 3 – “The Retreat” at Water’s Edge—Parmenter Homes, Inc.   |

**2006 Winners Selected By The Professional Judges:**

The following professionals independently toured the Street of Dreams and independently cast their votes. We thank the professional judges for lending their time, experience and expertise in viewing and judging the show homes:

- Vonda Marsland, President of Northwest Society of Interior Designers
- Lue Isaac, President of American Society of Interior Designers
- Paula Kennedy, President of Northwest Kitchens & Baths
- Randy Everett, President of American Institute of Architects
- Sandra Buitron, Representative of American Society of Landscape Architects
- Scott & Kim Bobson – Owners/Realtors of Sammamish Realty

- |                                    |   |
|------------------------------------|---|
| Best Architectural Design          | House # 5 – Hillcrest Farm—Design Guild Homes ■ Curtis Gelotte Architects   |
| Best Landscaping                   | House # 5 – Hillcrest Farm- Design Guild Homes ■ The Berger Partnership   |
| Best Interior Design & Furnishings | (TIE) House # 1 – Verandah Bay—Brookhaven Luxury Homes ■ Creative Ambiance<br>(TIE) House # 3 – “The Retreat” at Water’s Edge—Parmenter Homes, Inc. ■ Heartland Interiors   |
| Best Kitchen                       | (TIE) House # 5 – Hillcrest Farm—Design Guild Homes ■ Curtis Gelotte Architects ■ Valley Furniture & Interiors<br>(TIE) House # 1 – Verandah Bay—Brookhaven Luxury Homes ■ Skoglund Home Design ■ Creative Ambiance |
| Best Master Suite                  | House # 5 – Hillcrest Farm—Design Guild Homes ■ Curtis Gelotte Architects ■ Valley Furniture & Interiors  |
| Best Craftsmanship                 | House # 5 – Hillcrest Farm—Design Guild Homes   |
| Best of Show                       | House # 5 – Hillcrest Farm—Design Guild Homes   |

**2006 Winners Selected By The Public:** The results from the 2006 Seattle Street of Dreams show patrons are as follows:

- |   |  |
|---|--|
| Best Landscaping                          | House # 3 – “The Retreat” at Water’s Edge—Parmenter Homes, Inc. ■ Miller Brothers Landscaping                                  |
| Best Architectural Design                 | House # 3 – “The Retreat” at Water’s Edge—Parmenter Homes, Inc. ■ Architects Northwest   |
| Best Interior Design & Furnishings        | House # 3 – “The Retreat” at Water’s Edge—Parmenter Homes, Inc. ■ Heartland Interiors  |
| Best Use of Technology                    | House # 1 – Verandah Bay—Brookhaven Luxury Homes   |
| Best Outdoor Living                       | House # 3 – “The Retreat” at Water’s Edge—Parmenter Homes, Inc. ■ Heartland Interiors ■ Architects Northwest                   |
| Most Creative Make-A-Wish Foundation Room | (One room in each show home is decorated based on a previously granted wish)<br>Wish Fulfilled: “I Want To Meet The President” |
|   | House # 3 – “The Retreat” at Water’s Edge—Parmenter Homes, Inc. ■ Heartland Interiors ■ Architects Northwest                   |
| Best of Show                              | House # 3 – “The Retreat” at Water’s Edge—Parmenter Homes, Inc.  |



Hillcrest Farm



“The Retreat” at Water’s Edge



Verandah Bay

## **Puget Sound Market Stronger Than Most of U.S.**

With a national slowdown in home sales, the Seattle area has not experienced the depth of price declines of other major areas. *"Seattle has never been a market that's prone to price drops"*, said economist **Matthew Gardner** of Gardner Johnson, a Seattle-based land use economics firm. *"The way it works is, prices climb, plateau, stay there and then climb again. You might see an area where there was a short-term drop but not an across-the-board drop."* Gardner predicts Seattle-area home prices will soften but not sink. **Dick Conway**, co-author of the *Puget Sound Economic Forecaster* estimates that local appreciation will slow to 2 to 3 percent per year, roughly what it was in the mid-90's and much different than the double-digit appreciation we've seen in recent years. According to **Mark Milner**, PMI Mortgage's chief risk officer, *"When we see declines in prices, it's nearly always driven by a local economic shock first"*. Milner's index states that the Seattle area has only a 10.9% chance of home prices falling. *"So what this index is basically answering is how vulnerable Seattle is to a local economic shock: Not nearly as vulnerable as Southern California."* For example, Los Angeles and San Diego have a 57.5% and 59.9% likelihood of home prices falling. For a complete reading, visit [www.seattletimes.com](http://www.seattletimes.com) and click on the September 3, 2006 article, "Home prices' long rise: Is the end near?"

## *Spotlight On Yarrow Bay Development*

### *A Passion to Succeed.....*

Created in 2001, Yarrow Bay Development continues to grow as one of Puget Sound's leading independently managed real estate developers. The company's success rests on a straightforward mission: Strategic land acquisition with optimal planning and implementation to create lasting value for our business partners and the communities where we operate.

Our interests and capabilities range from the creation of single-use residential and commercial neighborhoods to master-planned and mixed-use communities. Significant financial strength, matched with a team



of talented professionals who excel in overcoming obstacles with creative solutions, are the key in realizing the full potential of the properties we buy, regardless of scope and size.

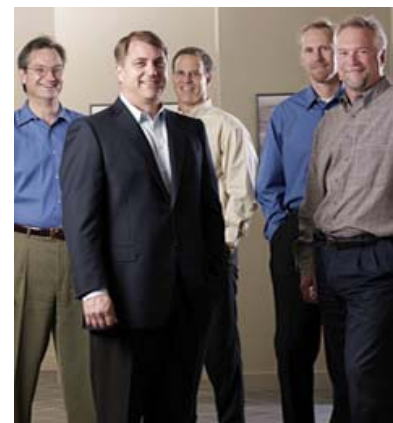
We believe in operating with honesty, trust and respect, both as

individuals and as a company. Commitment to these values and a demonstrated passion to succeed are the common traits that bring our diverse organization together.

Experienced and knowledgeable in our respective fields, savvy and principled in our business approach, and dedicated to executing with quality, are defining attributes of Yarrow Bay Development and our team members.

The clients, business partners and communities with whom we work recognize these values and attributes, enabling us to plan collaboratively and to ensure consistent, achievable goals.

Yarrow Bay Development is firmly rooted in the Puget Sound area. We will continue to build on our strength and agility as an organization to help meet the region's needs for responsible, sustainable growth. We are positioned to take decisive action and invite potential business and community partners to share in our passion for success.



**YARROW BAY'S MANAGEMENT TEAM** (left to right): David MacDuff, Brian Ross, Tim O'Hara, Colin Lund, Ken Shreve. Not Pictured: Michael Huey, Project Manager for Quinn's Crossing.

## Street of Dreams Off-Season Events

**Be looking for an announcement for our fun  
& educational off-season events.**

### Help Us Design A Home for the '07 Street of Dreams

What are the most important features that you think should be incorporated in the '07 Street homes?

Let us know and if we incorporate them, we'll give you **two complimentary tickets to the 2007 show!**

Please e-mail us at [info@seattlestreetofdreams.com](mailto:info@seattlestreetofdreams.com)

### Aerial Advertising a Big Hit



The biggest change to our '06 ad campaign was the addition of aerial advertising. We received *tons* of positive comments about our huge 30' x 100' Street of Dreams banner flew over the region. We were even featured in a national marketing magazine! We can't say enough about Wayne Adair, of Ads Aloft, the guy who put the campaign

together. "We were so excited to fly for such a well respected event such as the Seattle Street of Dreams" stated Adair. "I had more fun flying over concert venues, traffic jams, sporting events, arts and crafts fairs, and Seafair. I just hope we can be as successful next year." For '07, be looking for a repeat appearance of that banner being pulled by Wayne's little Piper airplane.



### Interested in Sponsorship of Our 2007 Event?

Visit our web site at [www.seattlestreetofdreams.com](http://www.seattlestreetofdreams.com) and click on Sponsorship Opportunities.

### Subcontractor Referrals For Our Show Patrons

Thousands of show patrons contact us each year requesting referrals or leads for different subcontractors, suppliers or vendors. Over the years we have compiled a list who we think are the best.....

Visit our web site and click on Subcontractor Referrals.