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Ken Westone

The gallery is architectually very special . We put a lot of thought into the project and the design of the houses, one of the items that we've really taken a lot of thought in is situating the houses so the active part of the homes get the view to the ocean. In all of the houses, there's an ocean view and the nice thing is you don't have it in the bathroom. The master bedrooms and the family rooms are exposed to the west of the project. Looking at the houses, they are all designed with wooden windows and doors, which you really don't find in today's marketplace. You can go anywhere in north county and find a lot of vinyl. In addition to that, we have granite tile as a standard item, where a lot of other products have ceramic tile. So that's a nice addition. The doors, if you walk through our houses and feel them as you open and close them, they're not hollow core doors.

Our house sizes range from 3700 to approximately 4800 square feet and we offer four different floor plan types with three different exterior elevations. In addition we also hired a professional kitchen designer, to ensure functionality in the kitchen, because the architects as good as they are, are not typically chefs in the kitchen so we put a lot of thought into the space planning of the kitchen to make it very functional with beautiful islands and vegetable sinks and it makes it very accessible for someone who likes to work in the kitchen. The bedrooms are all very generous in size, the master bedrooms are fabulous, we have huge walk in closets for the husband and wife to share and the master bathrooms as well with the raised vanities and the very large showers so it just makes it very very comfortable living.

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Here at the gallery in Encinitas, we've got 32 lots and they average in size from 1/3 to _ acre and we actually put together six different parcels from six different land owners to come up with this project and we've got it broken up into three phases, first phase of eight houses which are under

construction right now and then we've got another nine units which we're gonna be building which was part of the original flower property and then we've got a final 12 units that we're gonna be building in phase three to the west of us here. so it's really a unique land plan, we actually have private property in the midst of two of our parcels which is very unique to the home development business. but being this is old Encinitas, and it's going through transformation, that's not out of the ordinary.

The transformation of this development is very interesting. There was actually six different land owners that we approached and one of the parcels was a flower operation and we actually had greenhouses on the property that we actually had to take down as well as a warehouse and go through an approval process through the city of Encinitas and get our maps approved. And which we went through housing submittals, architectural and design and just had to go through the planning commission and get it approved from them and in turn we ended up having to redesign some of the houses and the land plan a little bit to please them and here we are finally in the building process.

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One of the original landowners here, the Ashbrenners were in the flower growing business for several years and they ended up shipping in flowers from Columbia - one of the original owners here in Encinitas was the Ashbrenners and they had a flower operation here, with greenhouses and a distribution warehouse and they realized the highest and best use now of this property because of its value was to sell it and build homes on it. And that's where we come in, and we partnered up with them and they had a vision and we had a vision and the two have met and we've now put up a housing development that everyone can be proud of.

We will have 32 houses in this development at the current time and we are in the process because we are surrounded by some older homes as well as some other greenhouse operations, we're hoping that we will be able to obtain those and continue our vision and build some more homes up here. But currently there are 32 houses in the development.

Being surrounded by greenhouses is a challenge, but it's part of the charm of old Encinitas. So you've got kind of the history mixed in with the future and most of the people that are buying property up here are

comfortable with the neighborhood, they lived in North County San Diego so they are familiar with the transformation. And most of the people are comfortable with the vision they know that things are going to change, so they are taking a little bit of a risk at first but it's inevitable that things are going to change here and that there's going to be new housing in the area.

Mark

What do you mean by "risk"?

Ken

Well, what I mean by a risk, I probably don't even want to put that in there, but what I mean by risk was most people when they're buying into a new development, it's already established, it's new, it's clean, there's new roads and schools and so forth, coming into this area, the new housing is surrounded by old housing. Which aesthetically is not necessarily pleasing to the eye but for the people who have the vision and can understand what's happening in the neighborhood will see that those houses will inevitably be torn down and rebuilt. So there is a little bit of a risk because you don't know when that's going to happen, you may have to resell your house on the short term, it may have a slight impact for some buying in but most people can see past that. So the window into the project is not as clean as it may be driving up in Carlsbad, so those are some challenges that we have. Some people can't get past that, you know if you live in La Jolla, this may not be the place for you. If you're coming from a nice, clean environment, that's already established, it may not be the place, but most people can see past that.

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We've sold, we have in phase one we have eight homes and currently we've had eight sold and we'll be closing in October or in September right now, hopefully in the beginning of October. We've been marketing the houses since last November 2000. I'd say the average price of our homes are around \$950,000, we started at 835 and we will probably be in the million to a million and 2 price range by the time we get through.

I'd say that it's so early in the project it's hard for me to give you an average as to what people are investing in addition to the purchase price.

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But it could be anywhere from \$30,000 to 100,000+ just depending on your budget to complete flooring, countertops, pool and so forth. So it really just depends on someone's budget.

Not at all. To my knowledge, I haven't heard of any concerns about the deliveries at dawn or whatever.

When we started the development process here, we had a vision of really putting in a timeless neighborhood. You see a lot of developments over the last ten years that are generic and maybe in vogue for a few years and kind of become an average housing development. But what we want to do is really bring back a traditional neighborhood and we wanted to build something that we were going to be very proud of and the people living here would be very proud of. So a lot of thought was put in by the owners to come up with sidewalks with street trees and old fashioned street lamps. Kind of go back in time to the way we grew up, where you can walk down with the family and take a walk to watch the sunset and be safe and know that your kids are going to be safe when they go out and play. And have a home that you could come home to and be proud of if you want to entertain, but to have a home that looks as good from the outside as it does with special tastes and decorating from the inside. And some of the features that we put in, wrap around balconies so you can get beautiful views to the ocean at the end of the day if you want to have a glass of wine and watch the sunset, that's something you can do as well as outdoor fireplaces which we have in our single story homes, and another things that we wanted to incorporate was portica shares, drive through so the garage doors aren't facing the street. We do have a few garages that are facing the street but they are set back so they are not exposed to the street so it really makes for a beautiful street scene. And really just a timeless traditional housing development, and in addition to that we wanted to incorporate some different arcitechtual themes, and those are craftsman, northern Italian and Spanish so we've got a nice mix of arcitechtual styles that really make it for a custom estate housing development.

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Tammi Tayama

This property originally belonged to the Eckes. And it was grandpa Paul his vision or his idea was to have Encinitas be the flower capital of the

world went to my father and said Fred, I want you to bring your orchids down here because we were looking for property because he had bought the orchids and he was planning on going to Santa Barbara and grandpa Paul talked to my dad and not any of us knowing, he gave the deed to the land and went with my dad to the bank so that my dad could borrow the money to build the original houses, he has not really done anything since 1960 and at the time, my dad didn't pay for the land, he just had the paper and when my father died, Paul, Sr. Came up to us and said, I cannot work with Tammi's mother, I need to pay off this loan. What loan we said. And mother was real....as it turned out, Joe's father mortgaged his house and we paid off the Ecke's and so I resented all these years when people said Tayama's isn't the same because our silent partner was Joe's father and mother and if it wasn't for the ?, we would have lost it all. Besides Joe and I putting in a lot of hard work up to that point, the money just to bail us out of this place came from? And all these years I've been wanting to tell this class more than anything about that point because it's really important because in fact when we did that I said do you want to change the name to something else. And he said no, that's your family name and your dad never had a son to carry it on and we're gonna just keep it so we did but it really should have been Kimura/Tayama. These houses are original houses from 1960, they're glass, and we also do the controlling of the blooms, they're under black fog lights, poinsettias, we have usually two full houses for the rose parade and that's what bails us out every year if you've heard of it. the rose parade. And if you hear that they're going to cancel it, it's very hysterical because that's what puts us over the hump usually is the rose parade. This house, we use it for a lot of things, but we gotten so now we don't heat every house because it's too expensive and we do need the heat and we've got nothing but old, old equipment, and every time we try to do something new, the city says yes you can do it but we want 10 acres off the front edge or the back edge and my son and law and the kids say no so we just maintain, compared to Paul who has an agricultural preserve, we don't have enough acreage to do that. So we're really kind of at the end of the greenhouse period and we're realizing that more and more because there are houses above us, there's nine houses over there and they're all 1.5 million for sale, they've only sold one, but when they finally move in they look at all this old stuff and we're not too long from the growing so but in the meantime we're primarily cut flowers, it's changed, people don't wear corsages, they don't wear them at prom, they don't even use it, so we're doing a lot more plants. We're buying plants from other places and making them grow as quick as we can, and selling plants. We are doing a lot of

shipping the last few months because we can't get rid of the flowers just in LA and Carlsbad, our two sales operations so my son got everything on the web. We changed the web, we have www.tayama.com and we package and ship on Fed Ex and they pay for it, small orders, big orders, whatever kind of orders and most of it is run on credit cards so that we don't get stuck like we used to do in the old days when my dad said no more shipping! We are now shipping. We have been working, Joe and I, in the last few months, getting this web site going because he's the box maker and I'm the shipping packer, I am the head packer, unlike Ecke's we have three gals to pack, but not having done the kind of packing that shipping requires, they're getting a little slow. So we brought all these from up above, I'll take you up above, for all of you that can walk up above to see how they're grown because that's a beautiful sight, but we've brought those down for Dr. ? But those don't grow here, they grow up above but we brought them here so he can see what we have. you can see how they grow.

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They're using them as tests. Things like that, the kids, they really, all of the greenhouses are old and all of our methods are old, the kids have brought up the stuff as much as they can. They're very communal, they like to be very close, they grow better, they're very happy when they're tight.

The main job is repotting, they're repotted almost every two years, so after they're finished blooming, then they're repotted. And it's like house cleaning or laundry, everything is clean but what you have on is dirty and you still got to wash, that's what potting is.

We used to water all by hand. They'll be two houses just full in bloom. And that's when we like people to come but that's when people don't come. At the Rose parade, we've had that contract with the float builders since, my daughter is almost 50, she rode on the Rose parade when she was four years old and my dad had started with all the big float builders, now we have brokers. But nevertheless it all goes and we just cut and pack and we don't care if it's perfect or not perfect, it's the color, the lavender or the white and we just tube them up and then they go. But we have eight houses right here and several more down below which we won't go to because it's too hard and I'll take you to the top part. It's about 4 but the greenhouses themselves are about 2 which is why we can keep operating compared to

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some of the big ones because they're like 30 acres or 40 acres and they've all closed, they've all shut down, all of our competitors are gone, San Lorenzo, up north in Santa Barbara, the growers are all gone. We bought a lot of their plants because when they went belly up they owed us a lot of money and you'll see their San Lorenzo truck over there and we use it for storage. They filed chapter 11, they're out. It was a very sad day for us when they did go out because we're a little san lorenzo and we knew the family so well that we were sorry but they went out.

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We bought this property, this property right here is a separate little thing and papa put in roses but the roses, once Ecuadorians put in roses, and sending roses, it was just no good, so we just sent them. we don't have papa and the roses were too cheap, then we started moving the orchids up here. We sell them too in October when they have ? they don't have enough and we ship to Hawaii. Not too much orchids because our orchids now are coming from Thailand and their labor is cheaper and what we get from Hawaii, red ginger.

For me, I don't know about for them ,but it's been so healing after what went on last week, I really would have been very upset. They have a story to tell and we know what it feels like to be the face of the enemy, they need to get together and talk about it and write about it and that's exactly what they're doing.

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This group is Joe's classmates from Topaz high school, class of '45, they were all incarcerated in camps during the war and graduated from camp and since then they get together all the time and this is another get together but this one has kind of a special meaning because they want to write about it and see if they can get a grant and daisy who is the backbone of everything she's gotten the group together and everybody is filling out questionnaires and they're gonna see if they can get this thing written.