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A photograph of a large, bright living room with a high ceiling, arched windows, and a large sofa. The room features a large, ornate chandelier, a glass coffee table, and a large potted plant. The walls are light-colored, and the floor is carpeted. The room is furnished with a large, light-colored sofa, several armchairs, and a glass coffee table. A large potted plant is positioned near the entrance. The room is bright and airy, with natural light coming from the large windows and doors. The overall aesthetic is elegant and sophisticated.

*Daniel Voss Jr. and Voss Development Corp.:
Let's just call it a family tradition*



Daniel Voss Jr. and Voss Development Corp.: Let's just call it a family tradition

By Irene Jones

Speculation construction is rare on the South/Central Coast. Because of politics and high expenses, most contractors build only after the home is sold and details are finalized on paper. But if you're talking about Voss Development, Oxnard, with its president, Dan Voss, Jr., you soon learn spec construction, especially on beach front property, is alive and well in Oxnard.

In fact, Oxnard, one of the few pro-growth communities on the South/Central Coast, encourages a wide range of construction and the Voss family have been major

players in the area for more than 40 years, building and developing over 2,000 single-family, multifamily, and custom-designed residences, as well as commercial developments, hospital additions, schools, public parks and roadways.

"I grew up in Oxnard on the beach," says Dan, "and I've seen it move from a small, sleepy farming community into the respected city that it is today. To know that I helped in some small way is very satisfying. And with waterfront recreation being the focus in much of today's market, the properties

we're offering on the beach front are the best buy between Malibu and Montecito." Dan's speculation homes can be found all along the waterfront in Ventura County, including Ventura and Mandalay Bay, as well as Silverstrand Beach, Hollywood Beach, and Oxnard Shores.

Dan's waterfront homes create a lifestyle for prospective owners. "We orient the master bedroom and the living room toward the view—the ocean or the water—for maximum effect, then design the rest of the home to take advantage of the

space available. Our buyers want a recreational/waterfront home with very little maintenance and lots of wide, open spaces, so we cater to that mindset

when we design our interiors."

Because the lots are fairly small and height restrictions and setbacks are mandated, Dan has found that creativity is a must when constructing a spec home. "To keep the house from looking like a shoebox, we get

Custom waterfront recreation homes built by Voss Development Corporation, Oxnard, include spacious dining areas and kitchens, top left, and comfortable living areas, lower right. This home features stonework, a fireplace and views overlooking the keys in Ventura County's Mandalay Bay. (Photos courtesy of Stillmeadow Productions.)

creative with our elevations and finishes. We want people to be able to walk in after a rough day or a busy week and feel right at home

Dan Voss, president, Voss Development Corporation, Oxnard, specializes in Old World style mixed with what he calls "the Santa Barbara Mission look." Lots of tile, distressed woodwork, arches, stucco finishes, rich colors and textures, and stonework are his trademark.

immediately. The atmosphere of the home itself, regardless of the furnishings, can give that feeling if the design is right."

Apparently, the design has been "right" with the homes Dan builds because rarely does he complete a home that hasn't sold before he finishes construction. Dan specializes in Old World style mixed with

what he calls "the Santa Barbara Mission look." Lots of tile, distressed woodwork, arches, stucco finishes, rich colors and textures, and stonework are Dan's trademark. "I try to create a little oasis on each of the lots I develop. It's a getaway, and it's on the water, so it has

a double effect on helping people start fresh on a new day or a new week. True, my homes are waterfront/recreationally oriented, but even more important, they are built to help people unwind and regroup. People need that in today's busy world and they come here to find that special place where they can be themselves for awhile and just relax."





While Dan may know how to help his buyers and homeowners relax, his other forte is keeping his company running at full speed, which he does with his contagious energy and highly dynamic personality. Known as a person who gets things done, Dan credits his father, Dan Voss Sr., for this very learned skill. Now retired, Dan Sr., has been the mover and shaker in Oxnard for the construction of thousands of homes in dozens of neighborhoods, including Harbour Island, Bristol Bay, Ironbark, Clear View, Smuggler's Cove, Lion's Gate, Saddlebrook, as well as individual custom homes and such commercial projects as Port Royal, a fine dining restaurant at the Channel Islands Marina.

For more than 40 years, Dan's father ran his high-production construction business—listed with the top 200 companies in the nation—along with Dan's mother, who helped with interior design and created a solid foundation for the Voss family. With the assistance of

Dan Jr. and Dan's sister, Michelle, who also was active in the company (and who married a commercial contractor), Dan Sr. was a major force in the construction industry in Oxnard for decades, finally retiring about 10 years ago. Dan Jr. worked for his father through high school and in summers, coming into the

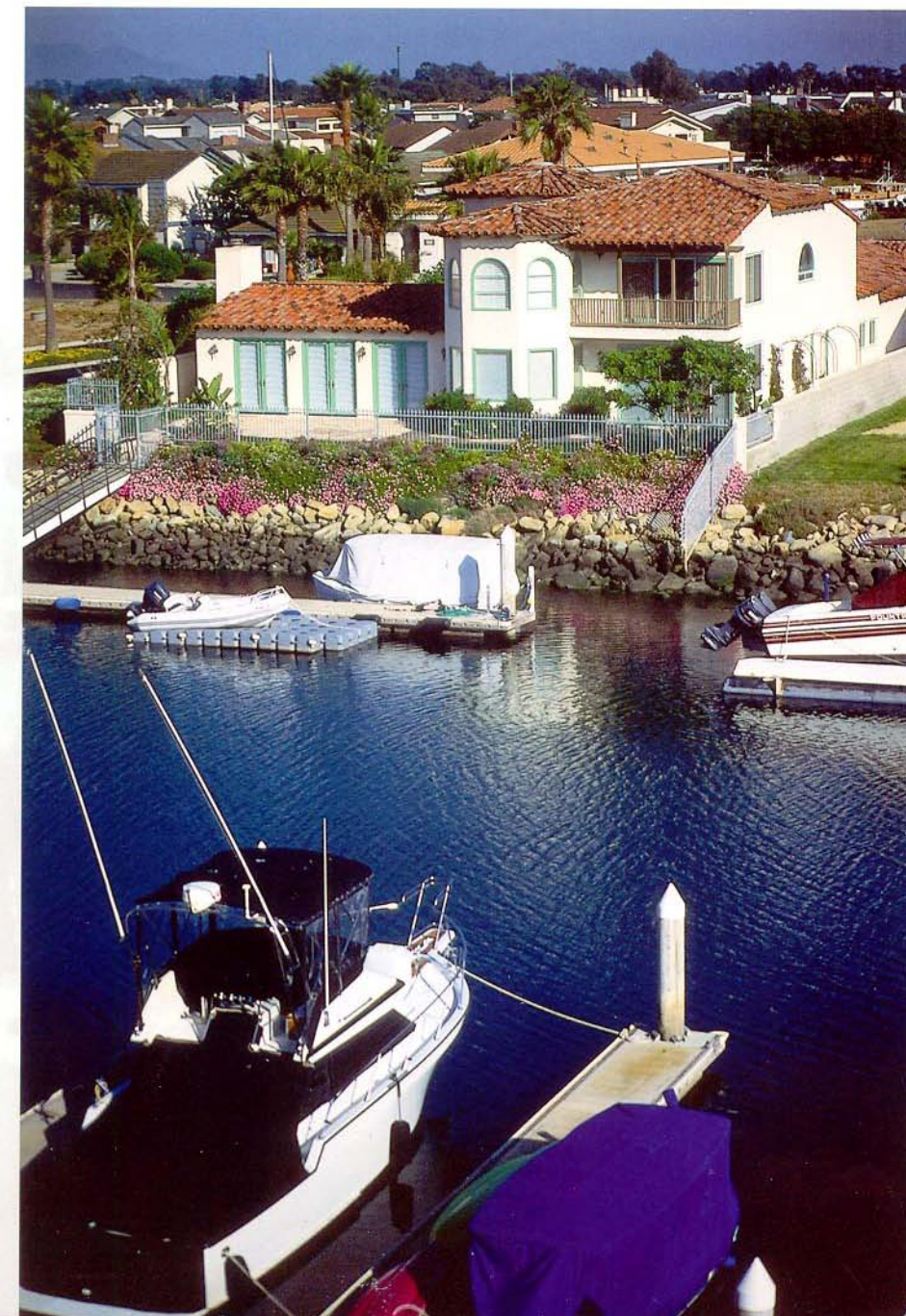
Exteriors of waterfront homes built by Voss Development, above, depict an Old World style with custom exterior finishing and wrought iron, distinctive doors and a deck leading to the boat ramp in the keys of Mandalay Bay, Oxnard. Below, the spacious entrance and living areas of this waterfront home, overlooking the attractive beach in Oxnard, are on the second level, which gives a more open view of the Pacific Ocean. (Photos by Stillmeadow Productions.)



company full-time in 1977 after he graduated in psychology from the University of California at Santa Barbara.

In 1984, the younger Dan became president of Voss Development Corporation, taking a major role as the company moved into many of its ventures and projects.

Top right, the enclosed courtyard entrance to this "boat house," located in the keys at Mandalay Bay, Oxnard, features arched doors, built-in outdoor barbecue, bridges, waterfalls, a hot tub, tropical plants, and a swimming pool. The view from this home, below, shows the waterfront and the ramp for a boat. (Photos by Stillmeadow Productions.)



The economics of the 1990s forced construction and development throughout the South/Central Coast to regroup and reevaluate, but Voss Development continued to build neighborhoods in Oxnard. Since his father's retirement, Dan Jr. has maintained a focus on speculation development but also on custom construction, which allows him to spend extra time on each home and be more creative.

"I've come from a long line of construction people (Dan's grandfather was an electrical contractor)

"I think the most important thing is to get the most value for the dollar, bringing in the projects on time and on budget, while giving as much quality as we can. My subs know that and we make a great team," says Dan Voss, president, Voss Development Corporation, Oxnard.

and my father has been my mentor in building and development, so getting into waterfront development and custom homes just seemed the

natural way to go," says Dan. And because he wants to make a difference with quality and value, Dan feels using the best subcontractors to complete his projects has made his waterfront homes distinctive. "I think the most important thing is to get the most value for the dollar, bringing in the projects on time and on budget, while giving as much quality as we can. My subs know that and we make a great team."

Dan's energy, business psychology and ability to find the right niche to keep the company progressing are sure to be passed on to another generation as his son, Daniel Voss, III, now attending college in Colorado, comes into the family business. The youngest Dan also has worked

with his father through high school and in summers and, according to Dan Jr., shows an inborn aptitude for management and getting things done. "Our family has been doing all kinds of construction for generations. Even my daughter, Sara, enjoys following in the family tradition and working in the business during summers." Sara, a senior in high school, will attend UCSB next fall. "That's one thing about construction," Dan jokes, "once it's in your blood, there's very little escape."

While he expertly builds "escape" custom homes, Dan does little to escape from the business. In fact, he seems to thrive on the energy it takes to run and manage a business. The extra energy he generates has been used to pursue his hobbies, including playing the drums and karate, especially kick boxing. His love for the drums stretched into ownership of his own recording business



Daniel Voss, Jr., president, Voss Development Corporation, Oxnard, stands in front of the enclosed courtyard entrance to one of the many custom waterfront/beach homes he has built. (Photos by Stillmeadow Productions.)

and for years he produced such artists as Ray Brown, Louis Bellson, Billy Preston, David Sandborn, Toni Tenille and Missing Persons. As an artist on the drums, he enjoyed playing and touring Indonesia with well-known guitarists Michael Sembello and Jennifer Botten.

A black belt in karate at the age of 19, and the ability to compete aggressively with the UCLA and UCSB kick boxing teams during college, eventually moved him into world championship bouts in kick boxing, where he achieved the rank of

second in the world with the World Karate Association. This honor allowed him to fight World Champion Title Holder Kevin Roster in 1989 for a World Karate Association super-heavyweight title match in San Jose. "Karate is an exciting sport and playing the drums is a very fulfilling experience as well, and I still enjoy them very much. But the highest thrill comes each time I finish a custom home and hand the new owner the key. It's an honor to drive around and see people enjoying my completed homes."

As for the future, Dan will continue to focus on waterfront/recreational properties and development, as well as upscale, custom homes. And while Dan may call it speculation construction, it's no speculation that Dan Voss Jr. and Voss Development Corporation will continue to make a major difference in custom construction on the South/Central Coast.

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Voss Development Corporation

1136 Patterson Road, Oxnard, CA 93035 • Phone 985-5810 • Fax 486-7081