

HAWK MOUNTAIN COMMUNITIES—Central Vermont

Five destination resorts have been created throughout central Vermont. The architecture is of mountain styling, which is intended to blend with nature and meld with the rugged settings of the structures. The Hawk communities were created with their own in-house land development organization, originated for the specific purpose of the Hawk enterprises.

Hawk communities vary in size from 165 acres containing 43 homes, to 1000 acres with several hundred homes at build-out. The Salt Ash Community contains a combinations of detached homes and condominium units as well as common facilities. It is the latest Hawk community.

Robert Williams originated the Hawk organization and its community concept and for eighteen years (1962–1981) served as its president and chief executive officer. Approximately 350 homes and 40 condominiums have been constructed thus far in five Hawk communities.

Organizational and architectural skills brought to bear for the Hawk community concept are:

- a) Project site selection and acquisition.
- b) The creating of the marketing concept for architectural development and master planning.
- c) Design and construction of project infra-structure.
- d) Architectural design of a “homes system” encompassing some 56 standard individual home designs and construction detail assembly systems.
- e) Organization and management of an in-house construction force of 100 persons.
- f) In-house sales and marketing programs to national and international markets.
- g) Property and rental management of Hawk’s residential and commercial properties.
- h) Executive organization unifying the various development disciplines with associated cost control of financial and personnel management.

The resultant Hawk “product” was a complete “turn-key” residential unit with follow-up rental and property management.

In 1981, Robert Williams sold his interest in the Hawk enterprises and now focuses full attention on his leadership role of Robert Carl Williams Associates, Architects and Planners.

SUNRISE COMMUNITY—Killington, Vermont

An upbeat and faster-paced destination resort has been created for the Killington Ski Area, the largest in the East and second only to Vail, Colorado. The style of architecture is taken from the New England theme and will adhere to this motif during the 10-year building life of the project. There will be considerable design variety within this motif, however, the theme of New England will be expressed and experienced throughout. There are numerous types of living units, each varying in cost, design and size.

An extensive New England village at the center of the surrounding community is also planned, containing resort hotel, spa and restaurant facilities, one-bedroom and efficiency apartment condominiums, along with outdoor recreational facilities. The first phase of the Village construction is scheduled to begin in the spring of 1985.

Sunrise is a joint venture of International Paper Company and Hawk Mountain Corporation, with the master plan calling for a 15-acre Village complex, ski lifts and a variety of condominium living units located at the 2,500-foot elevation of Killington Ski Area.

The first construction stage of Sunrise is now complete and entails 96 townhouses and garden condominium units with a variety of designs (cost: \$19,200,000). One hundred single-bedroom village condominium units of varying designs will be constructed at an approximate cost of \$11,000,000.

The second construction stage entails 110 townhouse units, to be started in the spring of 1985, having an approximate cost of \$24,750,000. The infra-structure consisting of sewage systems, roads and the like will bring the initial two stages of construction to an approximate cost of \$80,000,000.

Robert Carl Williams Associates, Architects and Planners, has master planned the entire Sunrise project and is the architect of all the buildings of the community and commercial village.

CANYON RANCH HEALTH SPA—Tucson, Arizona

Canyon Ranch is known as one of America's premier health spas. Its style of design is the southwestern desert architecture of Arizona. Robert Carl Williams Associates recently completed a new integrated Master Plan of the Ranch, resulting in doubling its size. Also accomplished was the design and planning of Canyon's new time-share units now under construction.

The major challenge of doubling the size of Canyon Ranch lay in planning the new facilities in such a way that they would complement the existing physical plant. It was of essential importance that the new facilities blend with the existing, so that the original Canyon Ranch building would not appear to be "second-best."

The architectural styling of the time-share unit shows a matching red tile roof and soft adobe exterior treatment in order to visually tie the new units to the existing architecture of the Ranch. By continuing the visual theme already begun in the existing buildings, the new time-share units became more an extension of the Ranch facilities than an addition to them.

The master planning of the expansion required an organization which would take into account an already existing major infra-structure of utilities and roadways. In doubling the size of the Canyon Ranch facilities, the new Master Plan provided for not only new living units, but spa and health facilities as well. A new dramatic dining facility was also designed in the Plan whereby the beautiful setting of Canyon Ranch in the foothills of the Catalina Mountains could be fully appreciated and enjoyed.

The beautiful landscaping and walkways created in the original section of the Ranch will be replicated throughout the total scheme, thus carrying forward another important visual theme to integrate successfully the total concept of the Master Plan.

Working with the owner and other members of top management at Canyon Ranch over a number of months has given our organization an in-depth understanding of the business and physical plant necessary for the profitable operation of one of the nation's most successful health spa resorts.

The Architectural Fee

The architectural fee is based upon the services performed by the architect.

The fee will vary according to the complexity of the project and the extent of services.

The economic scope of the project will also influence the fee, with the percentage decreasing as the cost of the project rises.

Three fundamental ways of establishing our fees are:

- A percentage of the cost of construction. This is a usual and customary method of fee assessment, one which our office uses most frequently.
- A lump sum price for services rendered. In some cases, where the construction cost of a project is uncertain, the client might prefer a lump sum fee arrangement.
- A fee charged on an hourly basis. This arrangement is often used on small and moderately sized renovation projects, where the extent of architectural services cannot be accurately determined in advance.

THE ARCHITECTURAL SERVICES OF ROBERT CARL WILLIAMS ASSOCIATES

The client in a cooperative relationship with our office and a capable builder can achieve success and satisfaction in realizing his project objectives. The following describes the process.

The Design Process

- A conference with the architect will accomplish an understanding of the project, its scope and objectives along with the personalities who will be working together.
- A site visit will serve to better understand the relationship of the landscape and setting into which the architecture will be placed.
- For renovation projects, a review of the existing structure will first take place.
- A thorough review and definition of the needs, requirements and desires of the client—just what the client hopes to achieve.
- A preliminary discussion and agreement between client and architecture of the economic scope of the project.
- Schematic Design sketches will be developed for review and discussion with the client. It is in this stage that the project concept is born and developed. The client will have ample opportunity to express his ideas as well as modify and redefine the design approach.
- Design Development drawings will next define the project in more detail, taking into account client input.
- Upon completion of the Design Development, a cost estimate is prepared by the architect so the client and architect can again evaluate the economic scope of the project as a result of the design development.
- If necessary, alterations to the design can be made at this stage in order to align the project design with the desired budget.
- After the approval of the Design Development stage, the architect will next prepare the detailed construction drawings and specifications required for construction pricing.
- The architect and the owner, by agreement, will select two or more contractors in order to obtain competitive pricing for the construction of the project. In some cases, it might be appropriate for the owner to enter directly into a contract with a single builder of choice on a negotiated bid basis.
- The architect will make site visits during the process of construction in order to approve construction requisitions when requested by the owner. Site visits also serve in reporting to the owner on the progress of the work and assisting the builder where necessary. We feel that the inspection role of the architect during project construction is an important factor in the success of the project.

THE PRIVATE HOME

Our home is one of our most precious possessions. It is more than a structure in which we live, for there are strong emotional ties that give this dwelling its special significance in our lives. In many ways our home is an expression of our personalities.

We believe that it is important to know well our clients and to thoroughly understand their objectives.

The home, our personal environment, deeply influences the quality of our lives, our feelings of ourselves and how we relate to one another.

We believe in the importance of beauty in our lives, and it is through the creation of beautiful, functional and appropriate spaces, that we the architect can make a significant contribution to the richness of everyday life.

We consider the site where the home will stand to be an important part of the total composition, with its boulders and trees, views and sunlight, all blended to form its living ambiance.

The blend of well-designed spaces, the natural beauty of the site and the budget guidelines create the basis of the resulting architecture.

The ultimate objective is a happy client, living harmoniously with the architecture thus created . . . a home that responds to and enhances an appreciation of life.

We have created for our clients numerous homes, both large and small, permanent and vacation. We have found the design and creation of a private dwelling to be an experience which gives the client and the architect a sense of satisfaction and pleasure.