



## CONTACT US



469-716-9610  
979-676-6369



[harc.architecture@gmail.com](mailto:harc.architecture@gmail.com)



# HARC

HOYOS ARCHITECTURAL RENDERINGS AND CONCEPTS

Architectural Renderings

3D Modeling & Interior Visualization

Custom Web Design and Development

Schematic Designs

Virtual Interactive Walkthroughs

Logo and Branding Development



**HARC**  
OUR VISION



## TRANSFORM YOUR IDEAS INTO REALITY

### About our Studio

At Hoyos Architectural Renderings and Concepts(HARC), our mission is to bring your ideas to life through a diverse array of advanced visualization options, providing a comprehensive and precise understanding of spatial layouts and designs. We are dedicated to transforming your concepts into vivid, compelling realities that truly capture your design aspirations. Our services offer architects, real estate agents, interior designers, and homeowners, among other visionaries, immersive animations that enhance their vision, clarify planning accuracy, and provide marketing support. Experience the power of visualization with our cutting-edge 3D services and creative expertise, where every project is both visually captivating and effectively communicated, turning imagination into a clear and actionable reality.

### Our Services

At HARC, we offer a wide range of services designed to bring your ideas to life with stunning detail and creativity. Our dedicated team works closely with you throughout the process. From architectural schematic designs to logo and branding development, we're here to meet all your needs seamlessly.

### We Honor Budget Commitments.

At HARC, we are dedicated to delivering exceptional results within your budget. We provide up to three revisions to ensure the final product matches your vision. Our proposal will clearly define our scope and outline all costs. If revisions are necessary beyond those specified in our proposal, we will not exceed our budget without prior consultation and approval from the client. This ensures that, unless modifications are made, the project stays within the agreed financial scope, giving you both predictability and flexibility in bringing your vision to life.

### Our Process

At HARC, we understand that every project is unique, and we customize our collaboration process to align with your specific needs and aspirations. By prioritizing open communication and actively involving you at every stage, we foster a partnership grounded in trust and shared goals. Explore our portfolio to see our detailed process in action.

## FROM CONCEPT TO CREATION

Explore Our Services



**Architectural Development of Schematic Designs.** We specialize in creating schematic drawings, floor plans, and 3D visuals that serve as the architectural foundation for your project. Our process starts with developing initial design concepts and schematic sketches, which are then refined into detailed visual representations. This approach ensures you have a clear understanding of the design from the start, effectively communicating abstract ideas through both 2D and 3D architectural drawings.

- Tailoring of Schematic Designs:** Full set of Plans, Elevations, Sections, and Details.
- Detailed Floor Plans:** Comprehensive layout architectural drawing of a space.
- 3D Floor Plans:** Rendered perspective of detailed floor plan.

**Architectural Renderings.** Our architectural renderings offer high-quality, photorealistic visualizations for a variety of structures, commercial buildings to sports complexes, civic buildings, residential properties, retail spaces, and educational facilities. These renderings provide a detailed preview of the completed project, showcasing materials, lighting, and spatial relationships. We also offer extensive customization options, allowing adjustments to furniture, appliances, and accessories, as well as modifications to the time of day and lighting configurations.

- High-Quality Renderings:** Photorealistic, detailed visualizations.
- View Package:** Comprehensive set of detailed renderings from multiple angles, providing a thorough preview of the project (varies in project scope).

**3D Modeling and Interior Visualization.** We excel in crafting impeccable interior spaces through detailed 3D visualizations that capture the true essence and potential of any environment. Whether your project requires the warmth of residential comfort or the sleekness of commercial sophistication, we customize each rendering to highlight your project's unique character and functionality. Elevate your project presentations with the unmatched precision and beauty of our interior renderings.

- 3D Models:** Comprehensive BIM model
- Detailed Interior Renderings:** High-end detailed visualizations.
- Customization Options:** Design furniture, lighting fixtures, view photography, etc..

**Virtual Interactive Walkthroughs.** With Architectural 3D Flythrough Animation, you gain the opportunity to experience your design in motion. These animations provide a cinematic journey through your digital model, delivering an immersive experience that highlights the layout and scale of your project in real-time motion. Ideal for architects, real estate developers, and marketing professionals, our flythroughs animations offer a dynamic and engaging way to promote your project. Experience your design from every angle and bring your architectural vision to life with our detailed and realistic 3D interactive walkthroughs.

- Customization and Music Integration:** varying on video requirements.
- Advanced Flythrough Animation:** Complex high-quality 3D video walkthrough of your project at 1080 HD or 4k HD.

**Logo and Branding Development Services.** Our Logo and Branding design provides a comprehensive approach to establishing and elevating your brand's identity. We craft distinctive logos and a cohesive branding package that captures the essence of your business, ensuring a powerful visual presence across all platforms. Our process involves a deep understanding of your brand's values and vision, translating them into a unique and memorable visual identity. Ideal for businesses seeking to refine their brand or launch a new one, our services enhance your market position and resonate with your target audience.

- Logo Design:** Full design scope of your logo, variations and color schemes.
- Branding Packages:** Development logo, brand guidelines, and other visual assets.

### Important Notice: Schematic Renderings for Preliminary Review Only.

Note that the schematic renderings provided under our services are intended solely for preliminary review. These visualizations are crafted to convey conceptual designs and spatial arrangements, offering an initial perspective of the project's overall vision. It's important to understand that these renderings should not be used for bidding, obtaining permits, or as a basis for construction. For any formal processes, including detailed project bids, permit acquisition, and actual construction, we recommend consulting the specifications and documents provided by licensed professionals. This ensures that all legal and technical requirements are met, safeguarding the integrity and success of your project.

## DESIGNING YOUR ONLINE PRESENCE

Advertise your Brand



**Custom Web Design and Development.** Our company offers a comprehensive suite of web design and development services tailored to create and maintain high-quality websites that align with your business objectives. We are committed to delivering websites that are not only visually appealing but also effective, engaging, and optimized for performance. Partner with us to build a compelling online presence and experience the benefits of a website designed to grow with your business.

### Our Services Include:

- **Web Design and Development:** We craft tailored websites that reflect your brand's identity and address your specific business needs.
- **SEO Optimization:** Implementing strategies to enhance your site's visibility and ranking on search engines.
- **Responsive Design:** Ensuring your website functions seamlessly across all devices with mobile-friendly designs.
- **UX/UI Enhancement:** Refining design elements to improve user experience and interaction.
- **Performance Optimization:** Boosting site speed and efficiency for a smoother and faster user experience.
- **Ongoing Maintenance and Support:** Providing regular updates and technical assistance to keep your website current and fully functional.

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## LANDING PAGE PACKAGE

### 1.) Basic Web Page Design : \$500

Our service efficiently creates tailored webpages to meet your business needs, allowing you to start operations immediately. This Package delivers a high-quality, elegant single-page design, ideal for businesses seeking a quick, professional online presence. Whether launching a new venture or enhancing your brand, our solution guarantees a memorable first impression, helping you build an engaging online identity from day one.

- What's included:** A basic layout with minimal customization and clear call-to-actions.
- Maintenance and Add-ons:** Includes basic support and maintenance for 1 month after launch. Additional changes or redesigns are available at an extra fee.
- Extra Fees:** Any content updates or layout changes beyond the included scope will be charged separately.

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### 2.) Enhanced Web Page with Basic Integration: \$1,000

This service is designed for businesses that need a more advanced, feature-rich single-page website. We offer additional customization options and basic integrations to ensure the site functions smoothly. With our focus on user experience and performance, you can expect a seamless online presence that effectively meets your goals.

- What's included:** Enhanced single-page design, additional sections like testimonials or FAQs, and integration with email marketing systems (e.g., Mailchimp).
- Maintenance and Add-ons:** Ongoing maintenance and basic updates for up to 3 months. More advanced add-ons, like additional sections or feature updates, are available for an extra charge.
- Extra Fees:** Includes integration of up to two basic external tools (e.g., appointment booking systems) with additional integrations available at an extra cost.

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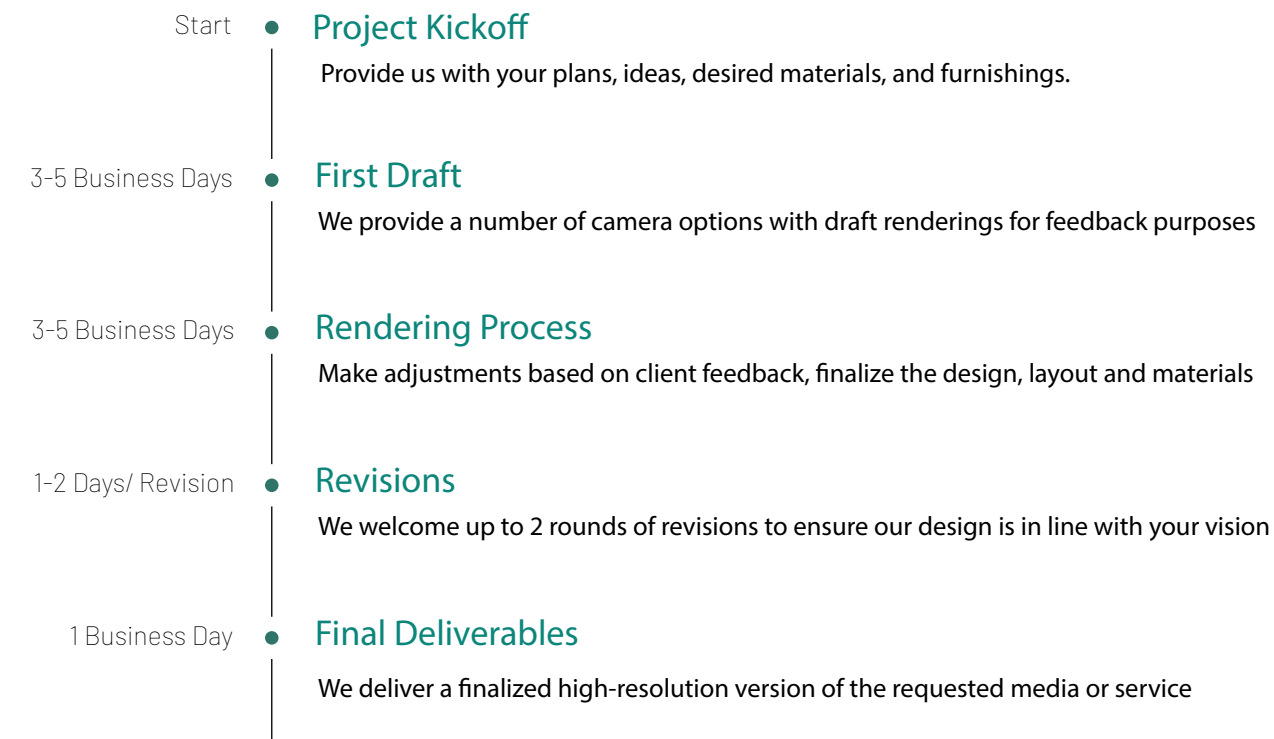
### 3.) Advanced Custom Web Page with Full Maintenance: \$2,000

This service is designed for businesses that need a more advanced, feature-rich single-page website. We offer additional customization options and basic integrations to ensure the site functions smoothly. With our focus on user experience and performance, you can expect a seamless online presence that effectively meets your goals. Our team is dedicated to providing ongoing support to help you adapt and grow as your business evolves.

- What's included:** A fully customized website with advanced animations, multiple pages, or sections, and full integration with reservation systems like Playtomic, ReservePadel, Styleseat, and Appointy.
- Maintenance and Add-ons:** Includes full maintenance for 6 months, with continuous updates and additional add-ons as required. We offer cost-effective redesign options if market needs change.
- Extra Fees:** Features beyond the package's scope will be charged on complexity.

## TYPICAL PROJECT TIMELINE

### Essential Phases



Disclaimer: Please note that this may vary depending on the complexity and scale of your project.

## PRICING RANGES

### 1.) Per-image pricing

With per-image pricing, you pay a fixed rate for each rendered image or a variable rate based on quantity. This model suits smaller projects, as costs for rendering a basic residential exterior are often consistent. However, ordering a single render is typically more expensive than purchasing multiple images, since the initial setup is intensive, once this is done, making additional becomes more manageable.

### 2.) Per-project / Per-scene pricing

For this type of pricing, you typically provide the details of your project, and we then send you a customized quote based on your specific needs. This pricing model is commonly used for larger-scale 3D rendering projects that involve various elements, such as walkthrough animation, 3D floor plans, and multiple rendered images. With this type of project contact us to get a free quote!

## INFORMATIVE INSIGHTS

### Guidance for a Smooth Process



### 1.) What do I need to get started?

Generally, a set of architectural plans or engineering files is an excellent place to start. These files allow us to provide you with a quote, and it begins the conversation to find out what your goals and expectations for this project are.

### 2.) Do I need architectural plans?

Architectural plans are ideal but not required. We can work off sketches/drawings or reference photos with some basic dimensions. However, without CAD plans, we cannot be as accurate. With architectural rendering, there is no guarantee of total accuracy. However, when we have plans, we import them into the software we use and can match the plans as precisely as possible.

### 3.) What are the benefits of architectural rendering?

3D images offer several advantages over traditional photography. Unlike photos, which require ideal lighting and professional skills, 3D renderings provide perfect lighting, weather, and camera angles, along with ideal landscaping and furniture staging. They also allow for cost-effective creation of multiple versions with different finishes.

### 4.) How can I get the best possible results?

- Include as much as possible in your plans or BIM models.
- Provide manufacturer specs and/or reference images.
- Gather extensive feedback on each draft to maximize your revisions.
- Leave enough time. Although we are happy to accommodate tight timelines, it is our experience that projects that are not rushed will produce the best results.

### 5.) Can you work off a provided 3D model?

We're happy to use client-provided 3D models as references to create more detailed versions. We can work with major software formats to capture everything and more from your original model.

- SketchUp
- Revit
- Rhino 3D
- AutoCAD



In Collaboration with Nicholas Gusler, Architectural Designer (Texas A&M University)



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**COLLEGE STATION, TX**  
FIRE STATION 07  
2022



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**BUFFALO GAP, TX**  
CULTURAL CENTER  
2023



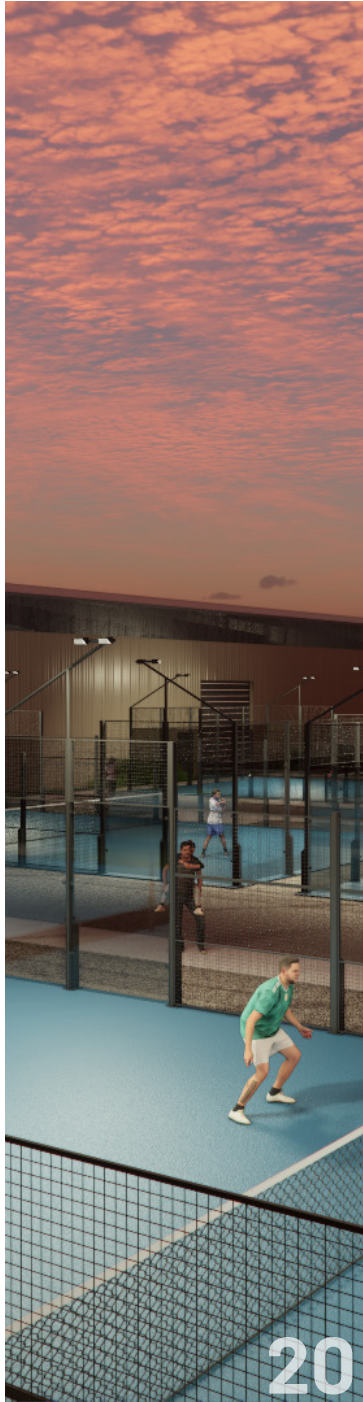
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**COLLEGE STATION, TX**  
TEXAS A&M CENTER  
2024



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**WEST PALM BEACH, FL**  
THE CORAL ESTATE  
2024



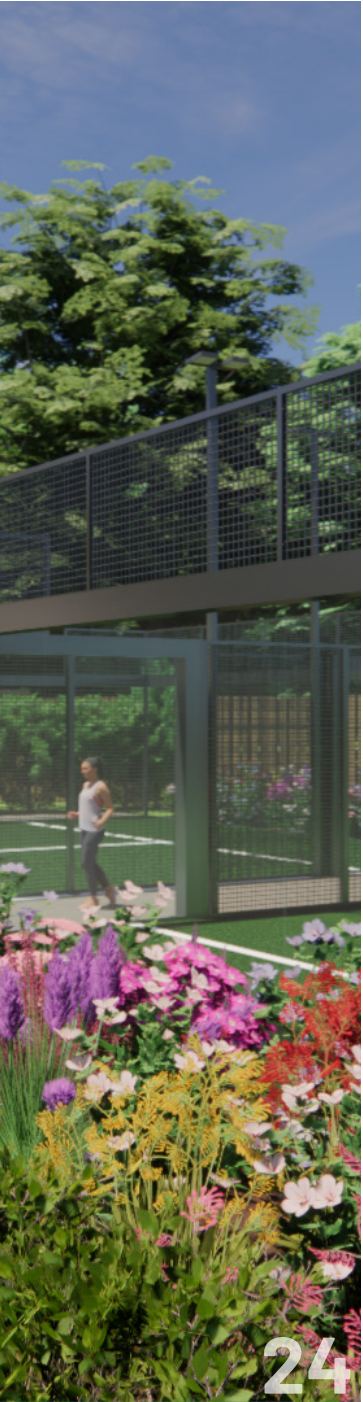
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**HOPKINTON, MA**  
OPEN PLAY PADEL  
2024



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**WICHITA, KS**  
TAP N PADDLES SPORTS  
2024



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**EDWARDSVILLE, MO**  
AYNI SANCTUARY  
2024

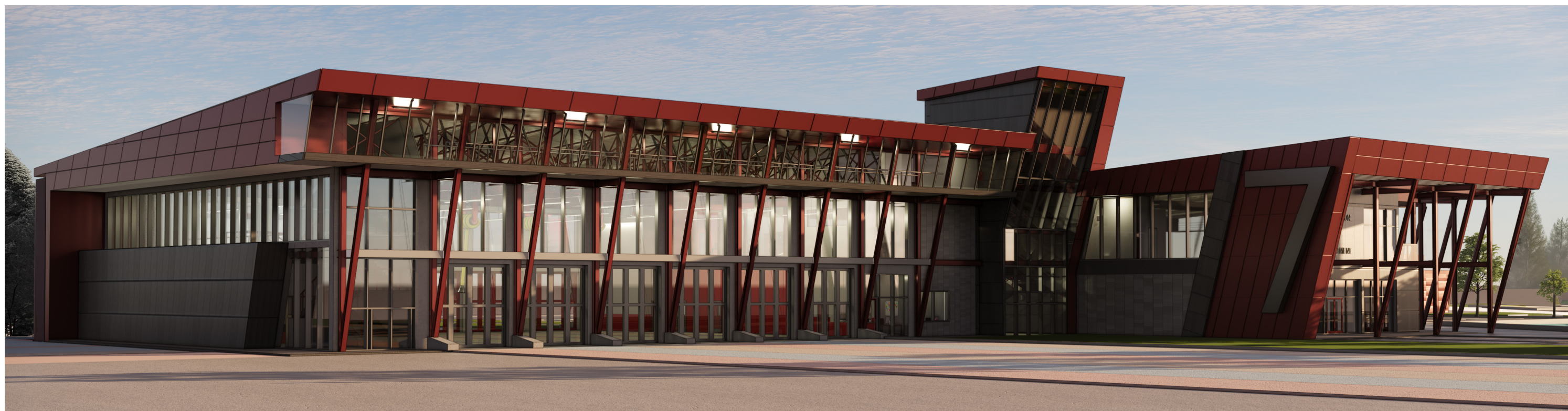
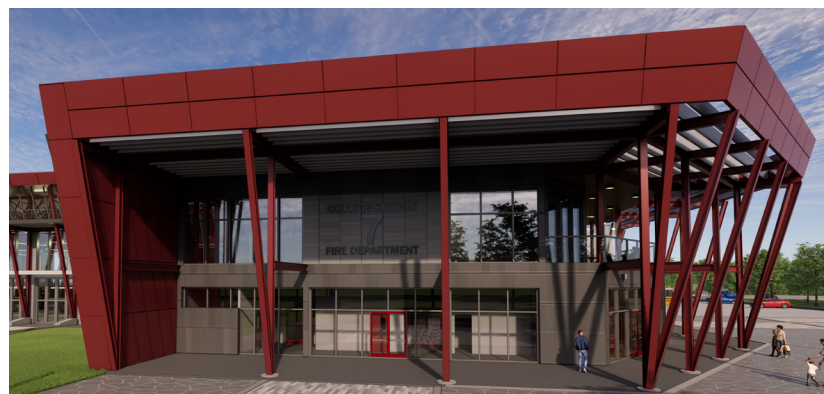
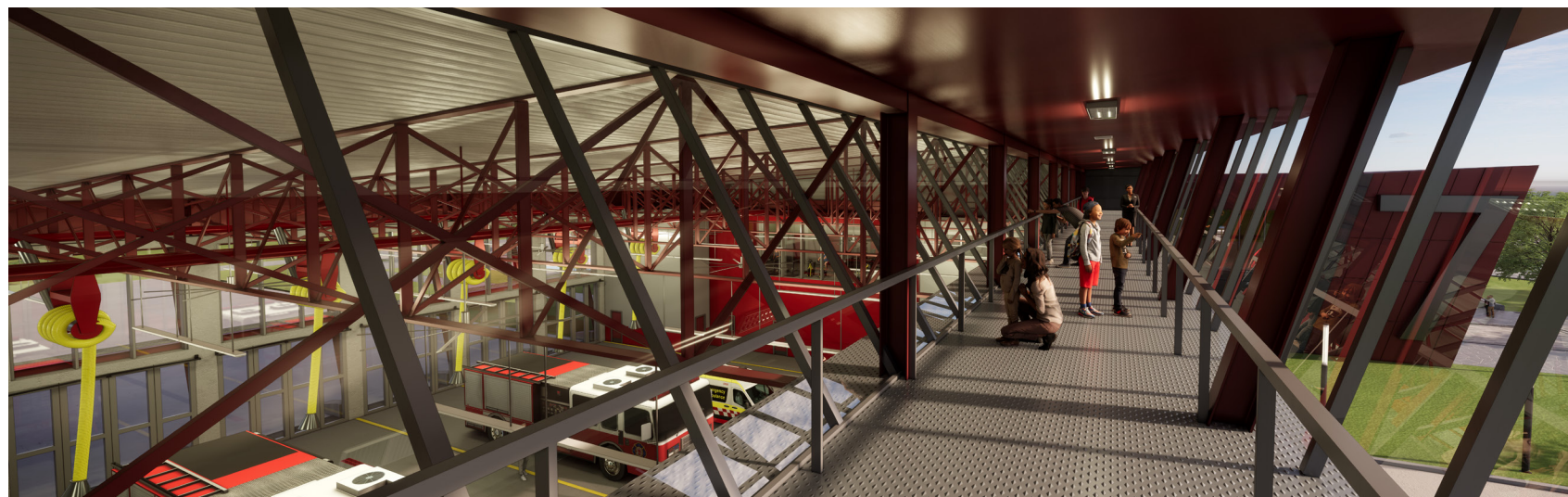


## COLLEGE STATION, TX

### FIRE STATION 07

This project was part of a design competition for the Metal Building Manufacturers Association (MBMA), where we were tasked with designing a fire station using a metal structural system, adaptable to two different sites in College Station. Our team selected the Wellborn Road site for its strategic potential to connect with the surrounding community and nearby schools. The design emphasized a Community Education Center, serving as a hub for residents and students of all ages to engage with educational programs on fire safety, first response, drug abuse prevention, crime prevention, and school bus and playground safety.

We applied "proximity to contamination" zoning to analyze circulation patterns and programmatic hierarchy across our fire station precedents. This methodology allowed us to optimize spatial organization, ensuring efficient and safe movement throughout the facility. The integration of these principles into our design reflects a commitment to both functional efficiency and community engagement, tailored specifically for the metal structural system.





## **BUFFALO GAP, TX** CULTURAL CENTER

Seeking to evolve the urban landscape of Buffalo Gap, Texas, this Visitors/Cultural Center seeks to harmoniously integrate architecture with the natural landscape, particularly the majestic heritage live oak trees that grace the site. The roof and columns are inspired by the organic forms of a tree canopy, while the building's circulation paths echo the experience of wandering through a forest, featuring a rich tapestry of enclosed, shaded, and open areas that encourage exploration and discovery. This immersive environment serves as the "Engagement Catalyst" for Buffalo Gap, inviting visitors to delve into both the site and the surrounding town.

Serving as a central hub for community interaction, the center features a museum, café, and multi-purpose event space to enhance connectivity and information sharing. Inspired by Toyo Ito's Meiso No Mori Funeral Hall, the design adapts its structural concepts to Buffalo Gap's unique context, emphasizing layered transparency, fluid circulation, and intentional pathways that invite exploration while guiding visitors through the space.







## COLLEGE STATION, TX A&M VISITOR CENTER

This vision for the Texas A&M University Visitor Center epitomizes the Aggie spirit by blending tradition and innovation. The building's highly efficient use of material interplay is deeply rooted in the artistry of wood construction. Exposed glulam elements serve as the primary structure, complimented by a secondary steel lateral frame. These elements intersect within the transparent ground floor, welcoming prospective students and their families, alongside current studies to this immersive destination.

This facility, connected by panoramic skybridges, harmonizes office spaces, exhibition halls, and an auditorium. A soaring glass atrium serves as the heart of the building, with a staircase mirroring A&M's clock tower, reinforcing a key axial connection. Each floor is organized with peripheral modules branching from a central pathway, using structural elements to signal transitions from private to public spaces. Strategic entrances maximize views, extending axial alignments to the central campus. Designed to be a vibrant part of daily campus life, the Visitor Center sets a new standard for future initiatives.





## WEST PALM BEACH, FL

### THE CORAL ESTATE

The Coral Estate project in Northwood Shores, West Palm Beach, exemplifies cutting-edge modern living through its innovative three-story design that masterfully harnesses the breathtaking views of the Intracoastal Waterway. The residence features intersecting forms in its façade, creating a dynamic interplay of light and shadow that enhances its architectural presence while ensuring abundant natural light throughout.

The Coral Estate features an open-plan layout that seamlessly blends indoor and outdoor spaces, with expansive windows framing breathtaking views of the tranquil landscape. The backyard offers a private retreat with a luxurious hot tub and pool, ideal for relaxation and entertaining. A striking third-floor terrace provides panoramic intracoastal views, serving as an elevated sanctuary for gatherings. Each level enhances waterfront living, with fluid circulation paths and terraces that connect residents to the environment, creating a harmonious balance of comfort, elegance, and natural beauty. This thoughtfully designed residence embodies the essence of coastal living.





## HOPKINTON, MA

### OPEN PLAY PADEL

Designed within a pre-engineered steel framed facility, the Open Play Padel complex in Hopkinton, Massachusetts, was envisioned as a dynamic hub for both outdoor and indoor tournament play. Alongside its thoughtful arrangement to foster a vibrant atmosphere for competition and recreation, this innovative structure also seeks to embrace the spirit of community and athleticism.

The Open Play Padel facility further embraces that notion through its featured mezzanine social space that overlooks the courts, offering an inviting venue for both spectators and players. The overall sporting experience within the facility is enhanced through a state-of-the-art gym, a pro shop, and administrative offices. Taking inspiration from modern industrial design, it strikes a balance between functionality and aesthetic appeal. We utilize large clerestory panels to fill the space with natural light and create an open, airy atmosphere. This thoughtfully designed mixed-use structure sets a new benchmark for integrating sports, social, and commercial functions in the city of Hopkinton.





## WICHITA, KS

### TAP N PADDLES SPORTS

Built upon the framework of a prefabricated steel warehouse structure, the Tap N Paddles Sports facility in Wichita, Kansas, embodies a hybrid design that integrates pickleball courts with vibrant social and commercial spaces. A striking brick retail facade enhances its aesthetic appeal, while an inviting lobby reinforces the welcoming atmosphere of the facility.

At the heart of the complex, multiple pickleball courts are enclosed by dynamic gathering areas, including an independent restaurant, pro shop, bar, and outdoor seating. This thoughtful arrangement creates an efficient flow between the competitive energy of the courts and the communal spaces designed for socialization. Clear circulation paths and strategic zoning ensure patrons can easily navigate between sports and retail options. In addition to the social spaces, Tap N Paddles includes an event showroom that enhances its role as a vibrant hub for local gatherings and tournaments, fostering interaction beyond the courts, establishing Tap N Paddles as a prominent destination for athletic and community-driven experiences in Wichita.





## EDWARDSVILLE, MO

### AYNI SANCTUARY

Situated in Edwardsville, Missouri, AYNI Sanctuary is an harmonious mixed-use facility that integrates spa and wellness amenities within a six court padel complex. Spanning one acre, AYNI is designed to embody the principle of reciprocity, inspired by the communal practices of Andean mountain communities, fostering a deep connection to nature and a serene atmosphere.

AYNI Sanctuary's layout is centered around staggered padel courts, elegantly framed by lush gardens that create an inviting pathway guiding visitors toward serene spa amenities. These panoramic courts serve as a lively hub for recreation and community interaction, striking a perfect balance between active play and moments of tranquility. Upon entering, commercial spaces welcome visitors, leading into a spacious two-story bar and a charming airstreamer shop. Guests can indulge in rejuvenating treatments in the massage area yurt, unwind in the cold plunge, or relax in the saunas, all complemented by thoughtfully designed wood carpentry locker rooms.





Visitors Center