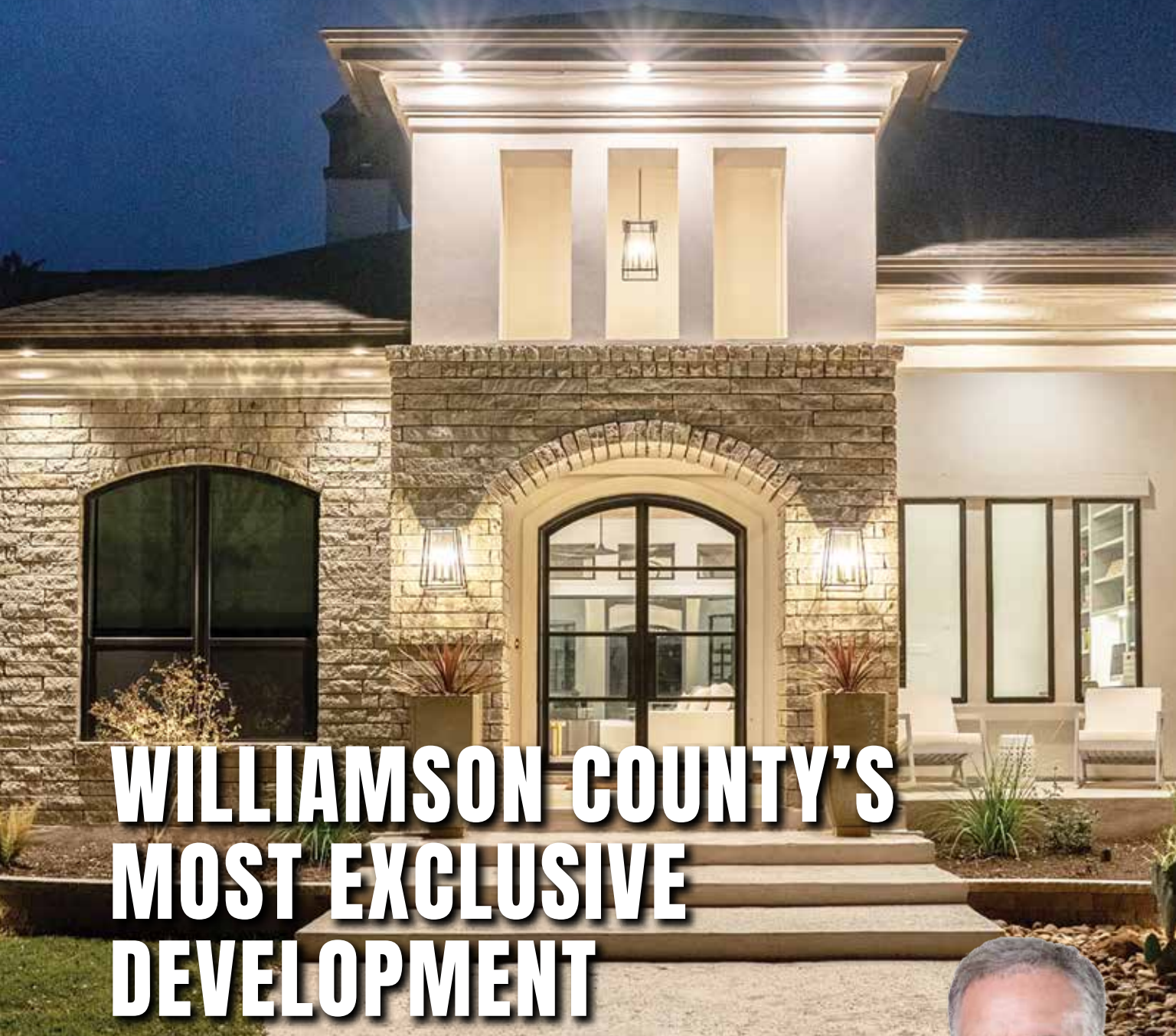


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# BUSINESS REVIEW

BUSINESS TO BUSINESS NEWS IMPACTING CENTRAL TEXAS



## WILLIAMSON COUNTY'S MOST EXCLUSIVE DEVELOPMENT

### THE CANYONS AT HCH RANCH

Some of the finest views and topography in Georgetown are now also the finest estate lot development—not just locally—but in all of Central Texas.

Jimmy Jacobs, Owner  
Grand Endeavor Homes



# WILLIAMSON COUNTY'S MOST EXCLUSIVE DEVELOPMENT

## *The Canyons* at HCH Ranch

PHOTO BY RUDY XIMENEZ

In step with homes frequently only seen in luxury magazines, The Canyons at HCH Ranch in Georgetown is setting a new standard above anything else in Williamson County. Named for the original landowner, Homer Clinton Hawes (1898-1960), homeowners at The Canyons will be afforded stunning views of actual canyons and miles of beautiful Hill Country scenery. At 1,000 feet elevation, the views from Georgetown all the way to Ronald Reagan Blvd. are unlike any in Central Texas.

The force behind this monumental project is developer and owner of Grand Endeavor Homes, Jimmy Jacobs, in partnership with Cody Hawes, Homer's grandson. After developing the land purchase for more than a year, construction is underway and Jacobs is planning a grand opening event in December.

The holiday themed event will be open to the public and spotlight the premier model home and fully completed landscaping and sales center. Jacobs anticipates the tour will also include 10 to 15 homes in various stages of construction. Serendipitously, the completion of this development will be a boon for executives and employees attached to corporate megasites currently underway and in negotiations. Jacobs says, "Timing is sometimes everything and with the strength of the current market, this is the executive housing opportunity Williamson County has been looking for. Samsung, the

nation's biggest corporate development deal is already a historical fact and, in its wake, many other big companies will certainly follow."

Georgetown City Councilmember Shawn Hood has been pushing for Georgetown to build its first truly gated community and considers The Canyons a step in the right direction. "I don't believe a city can openly talk about low-income housing without talking about executive housing in the same conversation. Executives bring business to our city, employ workers, and they too need a place to live. Fortunately, \$2.5 million homes are becoming more commonplace in the Georgetown market, which is what The Canyons will yield. It is the perfect fit for the needs of those moving to Williamson County for business."

### EXECUTIVE LIFESTYLE IN GEORGETOWN

Known for a hand-crafted and custom construction process that simplifies and enriches the home-building experience, Jacobs provided oversight to the project, literally, from the ground up. In a previous interview, walking on the property—minimally cleared to retain old-growth trees and greenery to maintain the natural beauty of the property—Jacobs said, "No matter who they are, or where they've lived, everyone who comes to see this property just says, 'Wow!' There are stunning views here you won't find anywhere else in Austin; there's nothing else like The Canyons. The only limitation on what this



place can be is the imagination of those who choose to build here.”

Jay Warren, Realtor and managing partner of Berkshire-Hathaway in Georgetown says, “If you want a quality-built home, Jimmy Jacobs and Grand Endeavor Homes is who you call. There is no better homebuilder in the area, and this project is very exciting and truly needed in Georgetown at this time. Starting with the fantastic topography, it is another great example of his exemplary products and projects.”

The 364-acre property has been transformed into a private community of 186 homes on gated executive lots of one to five acres. The neighborhood looks and feels very secure; with 7-foot walls and towers at the entrance. The infrastructure and landscaping lend an exclusive feel as well.

Early indicators and buzz about the project generated a long list of interested buyers and Jacobs reports pre-sales have gone very well. At press time there are 18 homes under construction or close to commencement. “Several hundred people have already inquired about the lots, many of them based simply on the history of the property and description of the topography,” Jacobs adds. “We have many custom plans to choose from or we can assist you with designing a customized plan.

Homes sold are ranging from \$1.3 to \$2.5 million and buyers can expect to move in between eight months to a year from project start.”

He adds, with respect to other luxury developments in the region, “The Canyons has an entirely different feel because we are starting with an exceptional plateau overlooking vistas rich with natural areas and wildlife. So, imagine the quality and culture of similar communities, but on a mountaintop; this is truly a one-of-a-kind property for Williamson County.”

Grand Endeavor has planned lot lines to conform, where possible, to the hillsides, so the area will retain its natural beauty and privacy for homeowners to enjoy. Owners will be able to customize their lots and homes to enhance the natural beauty of the community.

### THE BOTTOM LINE

Hood adds that Grand Endeavor moved forward at exactly the right time. “There is a shortage of lots, especially high-end units with a view in Georgetown, so this is a great solution. At the same time, the county continues to experience an industrial boom; more space is coming online with every new business we acquire.”

**“With the number of companies that are moving to our area, and those we want to recruit, not only can we promise great sites to relocate a business, we have the perfect place to relocate their executives as well.”**

—Georgetown Mayor Josh Schroeder

Where Georgetown used to be popular for retirement housing, it has since evolved to include destination housing. As restaurants, shopping, and leisure caught up with population growth, there is no longer a need to go anywhere else for the weekend or entertainment. Hood adds, “Many self-employed individuals and small businesses have realized they don’t want or have to live in Austin. Add to that the West Coast and Northeastern buyers who can live and work anywhere. They are choosing Texas, then Williamson County, and finally realizing the quality of life in Georgetown is right in line with what they are looking for. Those are the executives who are craving the community that exists here. They want to be a part of that small-town feel, they will want to give back here, and when they do, they can rest assured they will have a substantial impact.”



**LAND AND LEGACY**

Cody Hawes, Homer’s grandson and a business development expert, is pleased with Jacobs’ intentional design, which will retain the natural look of the place he grew up and worked on every day. “When my grandfather came here from Mundy he bought so much land it might take an hour to get from one place to another on the ranch, even as we came down the middle of the lake to get there. I was always doing something on the land. As soon as I got out of school I was back at home working and ranching and I’m still taking care of it every day. I wouldn’t know how to live if I wasn’t outside.”

Hawes says it will be nice to know something in Georgetown will largely remain the way it always was and has never shied from the duty to ensure it personally. He personally helped clear the property in the initial stages of Jacobs’ development and last July, he and his family provided personal equipment and resources to assist first responders during the San Gabriel wildfire.

Hawes and his cousins also took it upon themselves to protect their land and that of their neighbors through perspicacity gained over a lifetime on the land. “Growing up, Georgetown was small and definitely a country life where neighbors look out for each other. There was no traffic and nothing to see on Williams Drive except maybe to wave at two or three people. We used to get to the lake on Bootys Road and as time went on the lake opened we helped clear the land for the city to create different routes people now use to enjoy the water. My family and I will continue to live on part of the ranch by the lake and enjoy the view of Homer’s original homestead.”



Homer’s original mailbox - photo by Cody Hawes

Hawes and Jacobs have been friends for many years and Hawes says he knew, if the time came, Jacobs’ great work would bring confidence and comfort to his decision to sell and develop part of the land. “I still miss it a little, but the main thing is that Jimmy will preserve the natural beauty of the ranch as he builds homes.”

**It was a big decision to develop the 364 acres and it was hard to do but I’m pleased that I’ll be able to drive by with my grandchildren and they will be able to picture the hillside and topography the way it always was.**  
 ~Cody Hawes

Hawes adds, as just one of the owners of the family land, there have been a few housing deals over the years but everyone always agreed that it was meant for Jacobs’ vision and experience.

Scan the code to visit Grand Endeavor Homes for open house updates or contact a sales expert about available lots.



PHOTO BY RUDY XIMENEZ

