

Firm Overview

The Architectural firm of Horton, Harley & Carter, Inc. was founded in May of 1996 by Steve Horton, Robert B. Carter, RA and J. Robert Harley to provide Professional Architectural Services to a diversified group of End-Users, Design/Builders and the Development Community. The three individuals' extensive yet varied backgrounds that total over 86 years of design experience serves as the foundation of this organization. William "Bill" Shulman joined the firm in August 1996 and has been a Vice-President since August 2003. Bill brings our total Senior Management teams' experience set to over 122 years.

Horton, Harley & Carter, Inc. believes in smart and sustainable design, and has been a member of the Green Building Council since 2006. We have done many LEED designs, including the recently commissioned, award-winning, LEED Gold Woodlands 'AA' 3-Story 100K Office Building in Tampa, Florida, the first such spec office building in the Tampa Bay area.

The primary focus of the firm is to provide Architectural Services for Class "A" Office, Industrial, Commercial and Mixed-Use projects, with a secondary emphasis on smaller, specialty projects that allow us to apply our talents and resources to keep the firm well-rounded professionally and financially. Our core business philosophy is based upon working as a solution oriented team member in the context of a larger project team. We believe in trying to utilize the collective experience of our fellow project team members to provide the best solutions for the given project. Our emphasis is on doing a good job with the work that we have and allowing that body of work to do the marketing for the firm. We believe that our good fortune of high-volume repeat and referral work is evidence that this approach works for our clients.

We are considered a small firm averaging 10-15 employees who are multi-talented, so we tend to have the same principal and production person working a project from beginning to end, with support / specialty help available as needed.

Our three primary areas of design are Planning, Architecture and Interior Architecture. We contract for outside consulting services from a strong group of Structural and M/E/P/FP Engineers, choosing each consultant and project team on a best-suited for the specific project basis. We are flexible with regard to the project team structure and do a large volume of Design-Build Architectural Services based on efficient and effective design, and working well with contractors during the design phase, and also during construction.



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