



ARCHITECT BILL HUEY ON TRANSFORMING OUTDOOR SPACES WITH TIMBERTECH®



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**I'm waking up at 2 a.m.
excited about everything
I can do with it.**

- BILL HUEY
FOUNDER & PRINCIPAL,
BILL HUEY + ASSOCIATES ARCHITECTURE

In the picturesque city of Charleston, South Carolina, architect Bill Huey blends tradition with innovation to create expressive spaces that inspire and endure. With a career spanning three decades — and a yearning to push the boundaries of what's possible — his passion for his craft shines through in every project he takes on.

A graduate of the Clemson University College of Architecture, Huey's architectural career began in 1987. In 1994, he founded Bill Huey + Associates, a firm dedicated to impressive and timeless, diverse projects that reflect the charm and character of his storied Southern home.

He's currently a member of Charleston's Board of Architectural Review, established in 1931. It plays a critical role in preserving the city's time-honored buildings and neighborhoods, overseeing all new public construction alongside alterations and renovations within historic districts.

But preservation isn't Huey's only passion — creation is, too. His firm specializes in innovative and impactful new residential projects that highlight and

complement the stunning lowcountry and coastal landscapes found in his home state. Current examples include stunning new residential and outdoor spaces on Kiawah and Seabrook Islands, both setting out to harmonize — and stand up to — a natural oceanside environment that brings forward unique challenges such as hurricanes and humidity.

For Huey, innovation isn't just a buzzword; it's a guiding principle that shapes every aspect of his work. That's why he turns to TimberTech® for residential decking projects.



Huey finds himself very impressed with its engineering and sustainability credentials, such as TimberTech's vastly lower overall carbon footprint compared to products like ipe. However, he sees the true test of a high-end material as lying in its longevity and performance. According to Huey, TimberTech is up to the task — standing up to the elements and rough-and-tumble of daily life while looking as pristine as it did on install day.

As Huey and his firm continue to spec TimberTech — with firsthand knowledge of its beauty and efficacy — each project serves as a testament to its transformative and long-lasting impact, reshaping South Carolina's architectural scene one outdoor oasis at a time.

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Q & A

In a recent conversation with AZEK, Bill shared his approach to design, current trends he's seeing in the industry and the latest types of materials he's specifying.

Where do you find architectural inspiration, and how has your approach to finding inspiration evolved over the course of your career?

I'd say I find it from a mix of trade media and by talking with peers to keep tabs on the latest trends, materials and designs, both in South Carolina and across the country. I didn't initially have that resource 30 years ago so it's been really great to have because we're a pretty small firm.

Industry events are a great asset, too. I get to pick the brains of people who really know their stuff, talking with sales reps, experts and even other architects and builders to see what they're specifying and using in their projects and what's working for them.

In Charleston in particular, you see a lot of design inspiration from the lowcountry landscape — live oaks, hammocks and moss, for instance. On Kiawah Island, on the other hand, you can definitely see a lot of influence from the Northeast, particularly with shingle styles. Things that aren't necessarily indigenous to our area.

What are the defining features of your architectural style that influence your current projects?

My style has transitioned from neotraditional in the '90s to incorporating more modern elements today. Obviously you get a lot of inspiration from working on historic preservation projects, and Nicole, my business partner, has really helped to introduce me to more contemporary influences.

Of your current projects, what's been most exciting for you to work on?

The project that's capturing our imagination the most right now is one we're doing near the coastline on Seabrook Island. We've got some pretty dramatic elevation shifts to manage, features you're not normally used to in other parts of the flat lowcountry. There's 15-foot tall dunes we're trying to work around; really diverse topography. It's a great opportunity to seamlessly integrate a home with a really striking natural landscape, and we want to make sure we're doing it in a way that feels organic and intentional. Working closely with our contractor and landscape architect partners has allowed us to do that.

How do you design for a challenging South Carolina climate?

We have to adapt to the realities of what Mother Nature throws at us here; the humidity, the hurricanes, the insects, all of that. So it's about using materials that hold up and still allow us to build these big, beautiful spaces. We set out to create the best outdoor experiences for our clients, no matter what stands in our way.

How does material selection influence your creative process?

Like I said, you really have to keep in mind durability and maintenance, in addition to aesthetics. The materials we choose are key — they dictate both the look and functionality of the spaces we design. Porches aren't just porches anymore, for instance. With advances in glazing and door tech, we're able to design porches that are more like full-on rooms that have even more potential for nearly year-round use.

In that same vein, TimberTech really stands out. I'm literally waking up at 2 in the morning excited about everything I can do with it. You can let your imagination run wild knowing that your design won't be compromised by issues like rot or decay. It's like a whole new world. You can experiment with intricate detailing, unconventional shapes and unique textures that are really one-of-a-kind. Sweeping, bending, curving, cantilevering, you name it — things you could never do with wood.

Why do you advocate for the use of TimberTech in outdoor projects?

You know, I recommend TimberTech products on every project now because they've become indispensable in the work I do. TimberTech has really stepped up their game, making these materials not only durable and easy to maintain but also really appealing aesthetically. It's amazing how far they've come from that plastic look they used to have. Nowadays, they offer a wide range of finishes and textures that can mimic the look of traditional wood, which is a huge selling point for both architects and clients. With the longevity and low maintenance, it practically sells itself.

In your mind, what makes TimberTech stand out among decking options?

TimberTech is my go-to because it just checks all the boxes. The decks not only look amazing aesthetically; they're built to last. And the concealed fastening systems are a game-changer. They really enhance the aesthetics of the deck by hiding screws, and they make the whole deck more durable, too. TimberTech is the only product I confidently present to clients nowadays. All this durability of course means less waste and fewer replacements, which is great for sustainability. You're talking about a product that can last generations and is nearly completely recyclable. I know — I've been to the production plants myself. And my clients can enjoy their decks without constantly worrying about upkeep, which is a win for everyone.



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