



HOME ON THE RANGE 牧场上的家

Rustic beauty and bespoke luxury meet on the banks of the Upper Provo River at Victory Ranch – one of Utah’s most noteworthy communities, attracting well-heeled homebuyers to refined living in the great outdoors.

位于普罗沃河上游岸边的胜利农场是犹他州最负盛名的住宅区之一，它那如诗如画的美景、度身定做的奢华、近在咫尺的自然和优雅精致的生活令经济实力雄厚的买家流连忘返。

Words 撰文: Kevin Daniel Dwyer



The Provo River, located in Wasatch County, Utah, rises in the Uinta Mountains near Washington Lake and flows nearly 110 km southwest to the city of Provo, Utah. The river is not only a lifeline supporting diverse ecosystems and world-class fishing and game; it is also a hotspot for outdoor enthusiasts all around the world, who flock to the region for its abundant beauty, dramatic scenery and tranquil lifestyle. Once a destination retreat for locals, the area has begun to attract second-home buyers from further abroad who wish to make longer sojourns to the area. This interest has fueled a limited supply of holiday homes in the region, including one of Utah's most stunning high-end communities, Victory Ranch.

Sitting on a serene six-km stretch of the Upper Provo River fed by mountain runoff and natural springs, Victory Ranch is a new private four-season residential community set amidst 2,711 pristine hectares. The property features spacious cabin-style homes and grand mountain estates just minutes from Deer Valley and Park City. The sprawling property offers an unmatched setting for active individuals and families to escape from everyday life and reconnect with nature's untouched beauty. Here, endless adventure awaits, luxury prevails, and privacy comes as standard.

As a private community, Victory Ranch is committed to the homeowner experience. Amenities include an 18-hole Rees Jones-designed golf course, world-class fly fishing, professionally-designed mountain biking

trails, a 5-stand shooting facility, a riverside restaurant and lounge, a host of kids activities, a ski-in/ski-out clubhouse in the heart of Park City and more than 1,620 hectares of untouched backcountry.

There are two types of residence options at Victory Ranch – Cabin Homes and Estate Homesites. Cabin Homes feature a limited collection of residences presenting a timeless aesthetic that honours the tradition of mountain living while also refining it. Set amidst the sweeping vistas of the Jordanelle Reservoir and the ski slopes of Deer Valley, the cabin homes are ideal for active families who value close proximity to all of the community's core amenities. Estate Homesites present another living option for more discerning buyers, surrounded by open space and mountain views in every direction. It's easy to forget you have neighbours. As one of the lowest density communities in the area, the Estate Homesites offer the utmost in seclusion and solitude.

Victory Ranch is different to other, similar developments in the area, choosing bespoke grandeur over planned neighbourhoods. It's all about modern comforts and the highly-personalized level of service people expect of a luxury development. Here, scale is more intimate and purposeful, hence a much lower density of homes. Amenities also reflect the locale, with a true connection to the outdoors and natural surroundings. You won't find bowling alleys or movie theatres here (though they do have occasional film nights). Rather, children are entertained through nature programs, learning about wildlife, outdoor activities and land stewardship.



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It's also a tight knit community. Victory Ranch isn't about being a part of the crowd – it is a true escape to a land and river unlike other developments in Utah, Wyoming, and Montana. The residents and buyers who are drawn to it are also different; they are building and crafting a very personal experience inspired by the land.

The original developer of the property had planned to build some 700 homes, but today the group is building only 350. Lots range from half a hectare to 65 hectares, and to date 20 homes have been built with over 50 sold or reserved. This decision was partly due to the underlying conservation vision of Victory Ranch: developers and owners are stewards of authenticity, family, memories, experiences and the land and river.

Sales have been stellar, with more than US\$60 million to date in sales and reservations — in 2015 alone. “A common thread amongst buyers is that they tend to be adventure-seeking people who work hard and love

to play hard in the outdoors, but also want to relax, escape and connect with family and the land,” says Jim Moran, Director of Sales. “We're seeing friends of existing owners buying and families from Park City and Salt Lake City, Southern California, Texas, Chicago and elsewhere.” Moran says that most buyers are married couples in their 40s with children, as well as semi-retired couples with adult children who live on the property seasonally, typically six months out of the year.

Location has also proven to be a strong selling point for prospective buyers. “It's the best of both worlds. It's close to the action of Park City and Deer Valley, and yet is its own destination. The feeling one has when they ride in the ranger out into the backcountry to Spike Point and look back at everything... It's truly stunning,” Moran reflects.

The newness of the community is also central to its success. The low density, tightly knit community has the rustic feel of times past, but is in fact very much now: new homes, new planning, new amenities.



发源于华盛顿湖附近尤因塔山脉的普罗沃河穿过犹他州的瓦萨其县，向西南流了近110公里后进入普罗沃市。这条河不仅是多种多样的生态系统以及世界一流垂钓、狩猎场所的生命线，还凭借丰富的景观、动人的景色和静谧的生活吸引着来自全世界的户外运动爱好者。这里一度是当地人的度假地，现在则开始吸引来自不同国家、想在此地多逗留一段时间的度假住宅的买家。买家的日益关注催生了该地区有限的度假住宅，其中就包括了犹他州最出众的高端住宅区之一——“胜利农场”。

普罗沃河上游由山间径流和天然泉水汇合而成。胜利农场就位于普罗沃河岸边一块长达6公里的地块上，是一片有着2,711公顷面积的新建全天候私家住宅区。农场中有宽敞的木屋风格住宅和宏伟的山间大宅，距离犹他州的鹿谷和帕克城仅数分钟路程。农场为活跃的个人和家庭提供了无以伦比的环境，使得他们可以摆脱日常生活的束缚，重新与大自然的原始美景建立亲密联系。这里还有数不胜数的冒险经历等待人们开启——奢华是大势所趋，私密性则是最基本的保障。

作为私家住宅区，胜利农场旨在完善业主的体验。配套设施包括由里斯·琼斯设计的18洞高尔夫球场、世界级的飞钓场、经过专业设计的数英里长越野车道、射击场、河滨餐厅和休息室、儿童活动空间以及位于帕克城中心的滑进滑出俱乐部会所和超过1,620公顷保存完好的乡间土地。

胜利农场有两种类型的住宅，一种是木屋，另一种是乡间大宅。木屋型住宅数量有限，呈现出超越时间限制的审美情趣，既尊重了山间生活的传统，又对其去芜存菁。该类住宅位于约旦尼尔水库周边和鹿谷的滑雪坡上，适合那些想要充分利用住宅区核心配套设施、热爱户外运动的家庭。乡间

大宅为要求更高的买家提供了另一种居住选择，每个方向都可以欣赏到开放式空间和山间景色，业主甚至意识不到周围还生活有其他邻居。作为该地区密度最低的住宅区之一，乡间大宅营造了幽静的居住氛围。

与其说胜利农场是精心规划的住宅区，不如说它是个性化、气势恢宏的住宅区。这与该地区其他类似的开发项目不同。在胜利农场，你可以体验到现代化的舒适生活和高端开发项目中常见的高度个性化服务。在这里，建筑体量更人性化，功能更鲜明，住宅密度也低得多。与此同时，它的配套设施与室外生活和自然环境有着真正有机的联系，能够反映出所在地的特质。这里没有保龄球馆和电影院（偶尔会放映夜场电影），但孩子们却可以尽情亲近自然，了解野生动物、参加户外活动、学习田间管理的知识。

胜利农场是一个联系紧密的住宅区。与蒙大拿州、怀俄明州和犹他州其他项目不同，它不是大片住宅区中的一部分，而是钟情于山水的所在。被这里吸引的业主和买家也与众不同，他们是在打造灵感来自土地的个性化生活体验。

胜利农场的开发商最初打算建造700座住宅，但最终决定将这一数字减到了350座，每座住宅的占地面积从0.5公顷至65公顷不等。迄今为止，已有20座住宅建成、超过50座住宅被售出或预订。减少住宅数量的做法也是农场致力于保护环境的体现——开发商和买家应该承担起家庭、记忆、人生体验、土地和河流守护者的角色。

胜利农场的住宅销售业绩出色。仅2015年，住宅销售和预订金额就已经超过六千万美元。胜利农场的销售总监Jim Moran说：“买家的共性在于他们都是热爱冒险的人。他们会努力勤奋地工作，也会畅快淋漓地享受户

If 1,620 hectares of untouched backcountry and the meandering Provo River were not enough to keep residents occupied, a plethora of club amenities are also at owners' doorsteps. There's world-class skiing at nearby Deer Valley, Park City, and the Canyons, as well as 875 Main – a private ski-in/ski-out members lounge at the base of Town Lift in Park City – all of which can be accessed by Victory Ranch concierge and transportation services. Private access to the freestone Upper Provo River and its world-class fly-fishing is also an option, complete with guides and instructors. There is also the Rees Jones-designed 18-hole championship golf course and clubhouse – the Freestone Lodge, with its riverside restaurant and bar. Fishing ponds are scattered throughout the community, as are professionally designed hiking and mountain biking single track and flow trails.

Cross-country skiing and snowshoeing are also major pastimes among buyers, as is the occasional backcountry camping on rustic yurt campsites. There are water sports nearby on the Jordanelle Reservoir, located less than four km from Victory Ranch. An outfitters program with guided services offer outings to the Double Barrel 5-stand shooting facility located in the backcountry. Complimentary amenities include mountain bikes and helmets, stand up paddleboards, and sea kayaks.

The Post, a new community centrepiece opening late summer/early fall, will feature a pool, gym, dining, and retail area, and will be home to Member Services and Victory Ranch Outfitters. Soon to be breaking ground is The Barn, which is set to include an indoor gymnasium and activity area with tennis and paddle tennis courts, a swimming pool, restaurant and a state-of-the-art fitness centre and spa facility. 🏠

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外运动，他们渴望放松，渴望摆脱日常生活的束缚，渴望带领家人一起亲近自然。我们也欢迎业主的朋友们以及来自帕克城、盐湖城、南加州、德克萨斯、芝加哥和其他地方的家庭来这里置业。” Jim Moran指出，该项目的大多数买家都有孩子，年纪在40到50岁之间。但同时，也有孩子已经成年的半退休夫妻。他们每年会在这里住上6个月。

对于潜在买家来说，农场的地段是一个强有力的卖点。Jim Moran说：“它既临近帕克城和鹿谷，又是独立的度假地，满足了两方面的需求。骑着飞驰的骏马来到Spike Point，然后回头看这里的一切，那种感觉好极了。”

时代感是该住宅区大获成功的关键。低密度、布局有机的住宅区能给人带来昔日的淳朴感，但同时，这些住宅又有着强烈的时代感，因为它们有着全新的家的概念、全新的规划和全新的配套设施。

如果1,620公顷乡间土地和绵延的普罗沃河依旧不能让业主尽兴，他们还可以参与俱乐部举办的多项活动。

在鹿谷、帕克城和大峡谷附近，有着世界级的滑雪场。而位于帕克城Town Lift托管公寓大厦底部的875 Main则是一个可以滑进滑出的私人家

员制俱乐部。利用胜利农场的礼宾服务和交通服务，业主可以抵达所有滑雪场。他们也可以前往没有石头的普罗沃河上游以及那里的世界一流飞钓场，在导游和飞钓教练的协助下将这一体验进行到极致。此外，农场还有里斯·琼斯设计的18洞锦标赛级别高尔夫球场和俱乐部会所、带滨河餐厅和酒吧的Freestone Lodge旅馆。在住宅区，同样建有多处垂钓池、专业设计的步道和越野车道。

为这些住宅买家提供的消遣还包括越野滑雪、雪鞋滑雪和偶尔在乡间毡包里举办的露营活动。他们也可以去距离胜利农场不到4公里的约旦内尔水库参加各种水上运动，在向导和教练的帮助、指导下体验各种户外活动项目，如前往位于乡间的双管猎枪射击场，或者享受这里提供的各种运动设施，如越野自行车、立式冲浪板和海上皮划艇。

将于夏末/初秋开放的The Post是住宅区中正在新建的最引人注目的核心娱乐设施，包括游泳池、健身房、餐厅和零售区，并且设有会员中心 and 户外用品商店。即将动工的The Barn包括室内健身房、网球场、乒乓球桌、游泳池、餐厅、一流的健身设施和温泉水疗设施。■

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