

idea book



GFBA is a land design and development consulting firm serving Raleigh and Eastern North Carolina. We work with land developers, state agencies, business owners, home owners, and other design consultants to create beautiful, safe, high-performing spaces for year-round enjoyment of the outdoors.

Our energetic, motivated team of experienced landscape architects, engineers, and surveyors can shepherd your project from conceptualization through construction.

As a small firm, we provide an unparalleled level of personal service. Our clients have direct access to the people working on their plans, and we can quickly adjust and respond to any issues that may arise.

**GFBA is your complete, turn-key solution for
land design.**



gf|ba Raleigh office



The Site is more than a location for a building. It is an important component of the customer experience.

Whether that experience is positive or negative will have a strong impact on how a customer perceives a business.

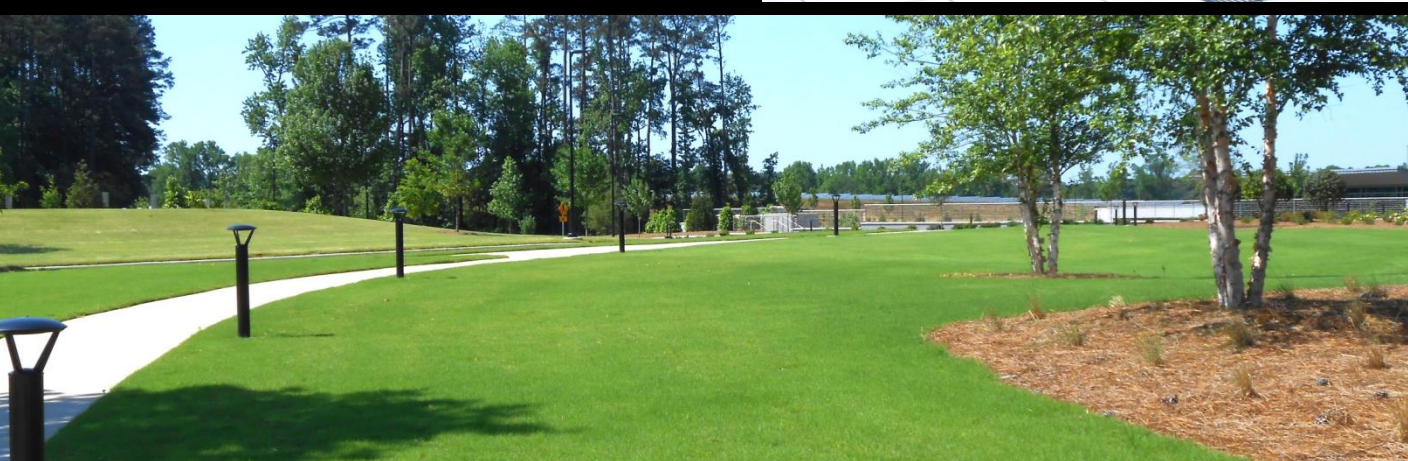


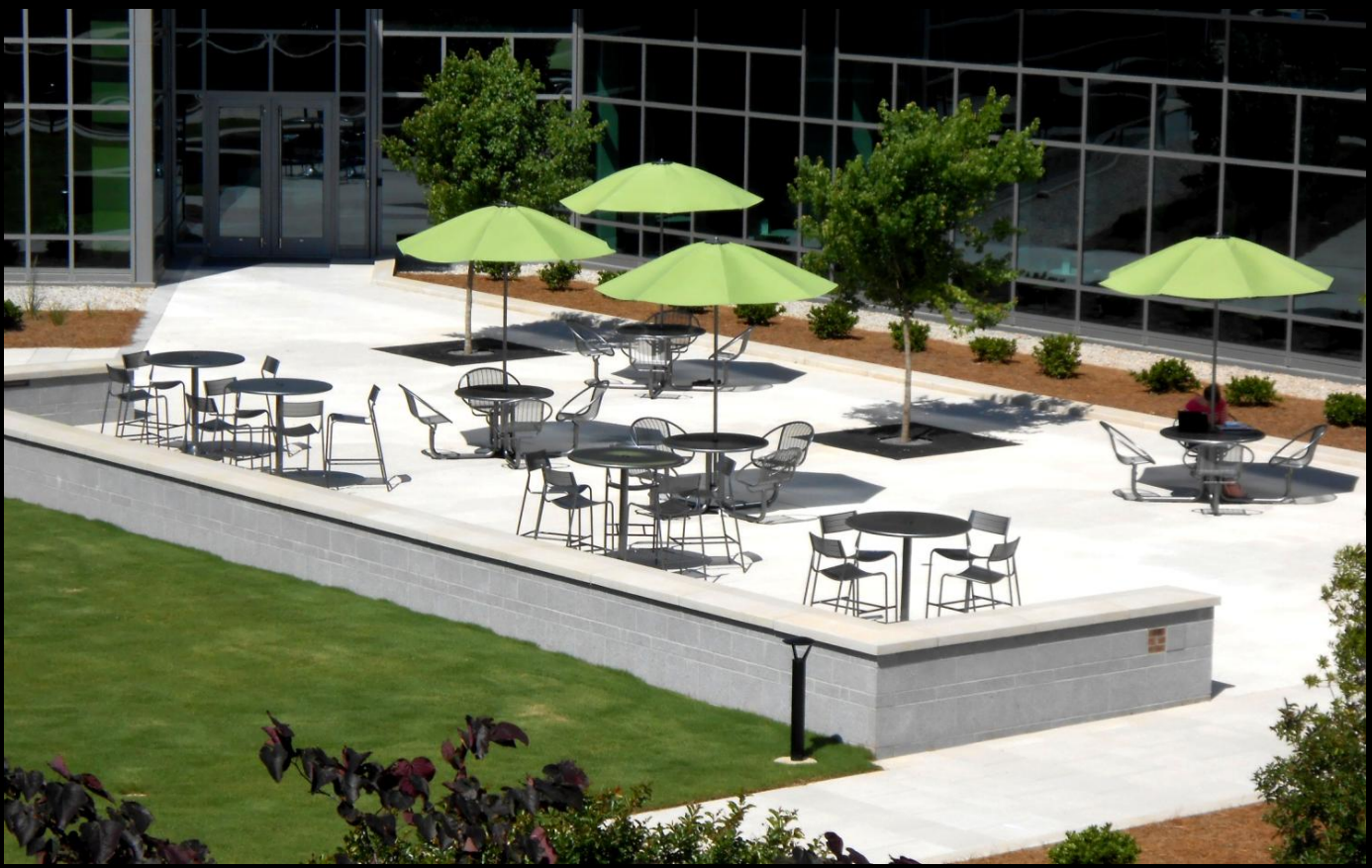




Well-designed sites attract more customers and provide a healthier, more pleasant environment for tenants and their employees. This in turn attracts higher quality tenants.

The result is a more stable commercial environment. There is less turnover, and this reduces the volatility in leasing revenue.









The character of the site becomes part of the visual and tactile identity of the entities operating there.

If the site amenities are carefully selected and arranged, they can emphasize the unique attributes of the entities operating there and distinguish them from competitors.







Landscaping is a value multiplier.

Beyond simply making the *unbuilt* areas of a site more attractive, landscaping makes every square foot of *built* area more valuable.











Emotion is the primary factor influencing purchasing decisions, and landscape can invoke a powerful emotional response.

The right design can help create an emotional bond between visitors to the site and the businesses or other enterprises operating there.













A property's structure should indicate its use.

The style and arrangement of site elements make the site more beautiful, but they also communicate how the site is to be used safely and appropriately.

Site visitors perceive these behavioral cues and act accordingly.

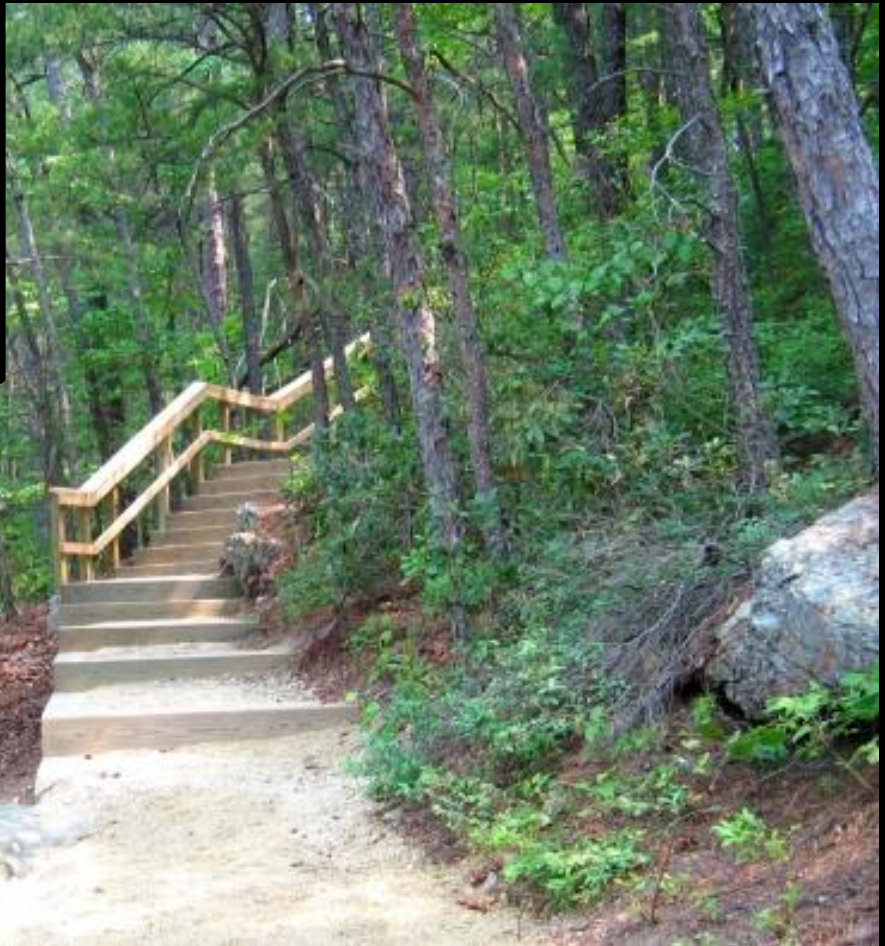
In this way, site design can influence visitors' behavior to benefit the entities operating there.

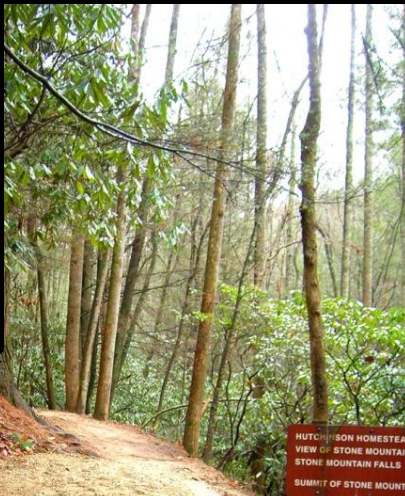












Ready to take the next step?

Click below to schedule a FREE, no-obligation consultation to discuss your project with our land development professionals.

[Schedule A Consultation](#)

You may also call our office at
(919) 828-0588
to schedule an appointment.

We are eager to help you
turn your vision into a
success story!

