Signature design

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— Larry Hirsh

seems to be a benefit to hiring a signature architect.

GPA and Owen are still analyzing the data to hopefully measure the added value (if any) of engaging a signature architect. Other issues they hope to analyze will include the effect of signature architects on surrounding development prices and absorption, and the long-term effect of the signature architect on the financial bottom line of the property.

“We’ve also had requests to stratify the information,” Hirsh said. “In other words, what would be the effect of hiring a signature architect on a course costing between x and y dollars compared to a course between y and z dollars?”

Larry Hirsh