



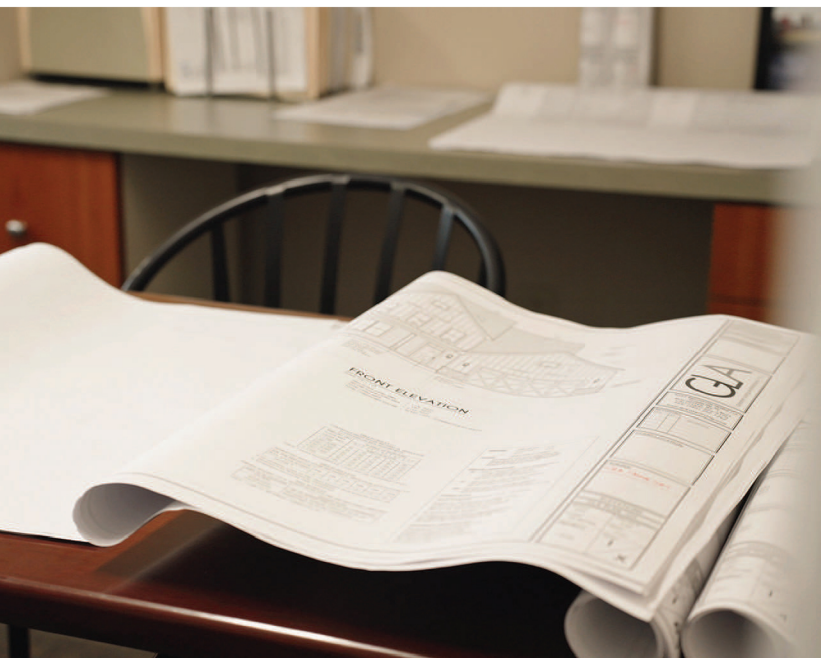
Introducing The Carverdale – a new house plan coming soon to the GLA Residential Collection

HOMES THAT TELL STORIES

55 YEARS OF DESIGN ROOTED IN PEOPLE

When a family opens the door to their new home for the first time, it's more than square footage. It's the beginning of their next chapter. The laughter that fills the kitchen, the quiet moments on a front porch, the way sunlight moves through the rooms — these are the true measures of home.

For 55 years, Greater Living Architecture (GLA) has been helping Western New York families bring those stories to life. Founded in 1970, GLA has designed thousands of homes and communities across the region, always guided by one principle:
every home should reflect the people who live in it.



THE LEGACY

Now celebrating its 55th anniversary, GLA continues to build on a reputation for thoughtful, client-centered design. Their work is rooted in listening to clients. Every plan begins with a conversation about how people truly live in their homes, which is why their designs feel timeless and personal.

Led by President Joe O'Donnell, the firm's team of architects, designers, and project managers continues a legacy of collaboration and care that began more than five decades ago. At GLA, proudest moments come when we see our designs move from paper to reality. Watching a concept that began as a sketch evolve into a home or community that families enjoy every day is incredibly rewarding.

That commitment has led to long-lasting relationships, even across generations. Many families return to GLA for second- or even third-generation homes, which is the highest compliment. Reaching their 55th anniversary this year is a milestone that reflects the legacy of design they've contributed to Western New York and the impact those homes have had on thousands of lives.

THE STORIES BEHIND THE HOMES

Every home tells a different story.

We've learned that great design begins with empathy. Our role is to translate someone's story — their daily habits, traditions, and dreams — into walls, windows, and spaces that feel like home.

No two projects are ever the same, because no two families are. Each home is a reflection of collaboration and trust, shaped by conversations that start long before the first line is drawn.

Recently, we designed two homes along a private drive — distinct yet complementary plans that sit side by side, surrounded by greenery and overlooking a panoramic backyard setting. Together, they create a sense of seclusion while still feeling connected — a perfect example of how thoughtful design can honor both individuality and harmony.



THE EVOLUTION OF HOME DESIGN

Over the decades, GLA has watched and led the evolution of how people live in their spaces. They're inspired by the idea that architecture and homebuilding shape daily life. When a client tells us how much they love gathering in their kitchen, relaxing on their porch, or how a space makes life easier, that's why we do what we do.

Today's homeowners seek both connection and retreat. GLA designs homes that balance open, shared areas for togetherness with quiet, private nooks for reflection or work. Flexibility has become key — spaces that evolve with changing life stages, from growing families to retirees.

GLA aims to continue leading with thoughtful, functional, and inspiring design while embracing new trends in sustainability, wellness, and technology. This year's new designs include dual primary suites, dedicated home offices, and expanded outdoor living, each a reflection of how people want to live now.

LOOKING AHEAD

As GLA celebrates 55 years, its mission remains the same: to design homes and spaces that reflect the people who live in them. The team's connection to community runs deep, from partnering with Habitat for Humanity to supporting local events and mentoring in the architectural field. Supporting efforts like this reflects our belief that good design should serve people at every level of community life.

And as families across Western New York continue to write their next chapters, GLA will be there, helping those stories take shape, one home at a time. As we celebrate this milestone, we remain committed to one simple idea: every home has a story. We're honored to help write them.

To explore GLA's designs or begin a conversation about your next home, visit GREATERLIVING.COM or connect with the team today!



<< Scan to learn more about GLA!



3033 BRIGHTON HENRIETTA TOWNLINE RD, ROCHESTER • 585.272.9170