

BUILDING SCENE

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THURSDAY, JULY 8, 1993

BUILDING SCENE'S NAMES & PLACES

Krause gets Florida gig

David Krause and Associates, Birmingham landscape architects, have been awarded a \$1 million landscape architectural contract for design work on Seminole Towne Center, a regional retail development in Orlando, Fla. Previously, Krause won a \$1.5 million mall project in Plantation, Fla.

Pre-licensing class

Michigan Builders Institute and Livonia schools are offering a 16-hour evening seminar to prepare people to pass the Michigan builders' licensing exam. The seminar will take place 6-10 p.m. on Tuesdays and Thursdays, July 20, 22, 27 and 29, at Bentley School, 16100 Hubbard. Pre-registration is required no later than Friday, July 16. Call 651-2771. The cost is \$140 and includes a manual, law book and sample test questions.

BASM seminar

The sales and marketing council of the Builders Association of Southeastern Michigan is sponsoring a seminar, "The seven habits of highly effective people," 8-11 a.m. Friday, July 16, at the Radisson Plaza Hotel on Evergreen and 10 Mile Road in Southfield.

Dennis Blender, a management consultant with Plante and Moran, is the featured speaker. Fee is \$35 for members and \$50 for non-members. Call 737-4477.

Information for inclusion in this column should be sent to Marilyn Fitchett, 36281 Schoolcraft, Livonia 48150.

Not just a way in anymore



Entrances in modern architecture, be it on residential or commercial structures, have gone from practical to elegant. They no longer merely let you in, they welcome you, shelter you and entertain you.

"Early impressions are hard to eradicate from the mind. When once wool has been dyed purple, who can restore it to its previous whiteness."

— St. Jerome

"You never get a second chance to make a first impression."

— Socrates or Dear Abby

By GERALD FRAWLEY
STAFF WRITER

Never underestimate the power of a good entrance. Be it a house, mall, store, office building or any other type of structure, the entrance does a lot more than merely let you in.

It catches your eye, welcomes you, entertains you, provokes you.

Few aspects of a building are renovated more often or with as much enthusiasm as the entrance.

But heck, it's only a door, isn't it?

Yes and no.

James P. Ryan, AIA, president of commercial architectural firm JPRA in Farmington Hills, said an entrance can help to define the identity of a project.

"Twenty years ago, people entered a major mall through its anchor stores. It was the anchor stores that reaped the benefits of a larger entrance."

Smaller entrances to the mall were built merely for utilitarian reasons.

Today, the malls have gained in importance and tenants in the mall want to achieve some balance.

Realizing this, more malls have impressive entrances.

"A good entrance makes you feel

good when you come in and when you leave as well so you'll come back," Ryan said.

The same thing applies to office buildings. Tenants want to impress people who come to see them and demand a more upscale entrance.

Not just a door anymore

Entrances perform a number of practical, psychological and aesthetic functions, Ryan said.

Obviously, they allow entrance into a structure, but they also provide shelter. Many of his designs incorporate a covered walkway to shelter people from the weather as they approach a structure.

A well designed entrance also utilizes the environment. For example, the entrance to the JPRA-designed Somerset Collection in Troy is facing north and gets very little light. The entrance was designed with large transparent areas to allow as much light in as possible.

The JPRA-designed Somerset North, however, will face south, Ryan said. As such, there will be a lot less glass so the building will not overheat.

A well designed entrance also introduces a building, extends an invitation and offers a sense of security.

With the demand for ever more opulent entrances, Ryan said designers have to be especially sensitive to the urge to go too far.

"There are a lot of entrances that are so monumental they tend to overwhelm the pedestrian scale."

Another common mistake made by designers of these grand entrances is to forget the most important rule in



Frontal elegance: One of the highlights of the Farmington Hills-based James P. Ryan Associates' architectural portfolio is this entrance to the Plaza of Birmingham located on Woodward at Maple.

architecture — a design, even just a part of a design like an entrance, needs to reflect the area.

"If you try something like (the work of contemporary architect Ludwig Mies van der Rohe in the south, you're not going to get away with it," Ryan said.

Making a statement

Dominic Tringali, a partner at Lubin/Tringali Associates in Bloomfield Hills, said there has definitely been a trend in home design toward large entrances.

See ENTRANCES, 3F

'Enough is enough.
All we're looking for is a couple of dollars an hour to give these guys health benefits and cost of living.'

Ralph Toreson
Garden City contractor

'... we bid all of our jobs competitively and award contracts to the person who offers the most competitive bid, union or non-union.'

Deen Hyde
Pulte Homes

Non-union carpenters halt work in Canton sub

By DOUG FUNKE
STAFF WRITER

A fledgling association of carpentry contractors took the Fourth of July weekend to declare their independence from what their organizer said is an inferior wage and benefit package provided by some residential builders.

Work stopped at several houses under construction in Canton's Glenary Subdivision Friday and again Tuesday as non-union carpenters protested a lack of health care benefits and comparatively lower wages.

"Enough is enough," said Ralph Toreson, a Garden City contractor who is organizing the United Residential Carpentry Contractors Association. "All we're looking for is a couple of dollars an hour to give these guys health benefits and cost of living."

Vic Bays, a Farmington Hills carpentry contractor and Toreson ally, said he pays his carpenters an average of \$12 per hour with no benefits. Toreson pays \$12-13 per hour. "If a guy is really good," Agius, no benefits.

Union carpenters in the metro area, who account for about only 10 percent of the residential work, are paid an hourly wage of \$14.18, plus additional payments of \$2.46 for health and welfare benefits, \$1.60 for pension and 75 cents for vacation, said Buck Walters president of Local 1234.

Health care is the big issue now, Toreson said.

"The goal is to unify the carpentry industry and make it stronger so we at least have (health) insurance," he said. "We would all like to go union tomorrow, but builders can't adjust to

that package. Contractors would like them to adjust to our package."

But a specific package hasn't yet been developed, Toreson said, because his association is just forming. An organizational meeting of prospective members was scheduled for late this afternoon.

Pulte of Michigan, headquartered in Royal Oak, and Lenwal Building and Uniland Corp., both of Farmington Hills, were among the residential builders hit by the work stoppage in Canton.

"The only comment I can make is that we bid all of our jobs competitively and award contracts to the person who offers the most competitive bid, union or non-union," said Deen Hyde, marketing director for Pulte.

Hyde said it was too early to determine the impact of the work stoppage.

Lenwal has agreed to comply with an insurance package when one is formally established, Toreson said, but officials at Lenwal couldn't be reached to confirm.

"\$14 if a guy is really good," Agius, no benefits.

Other builders couldn't be reached for comment.

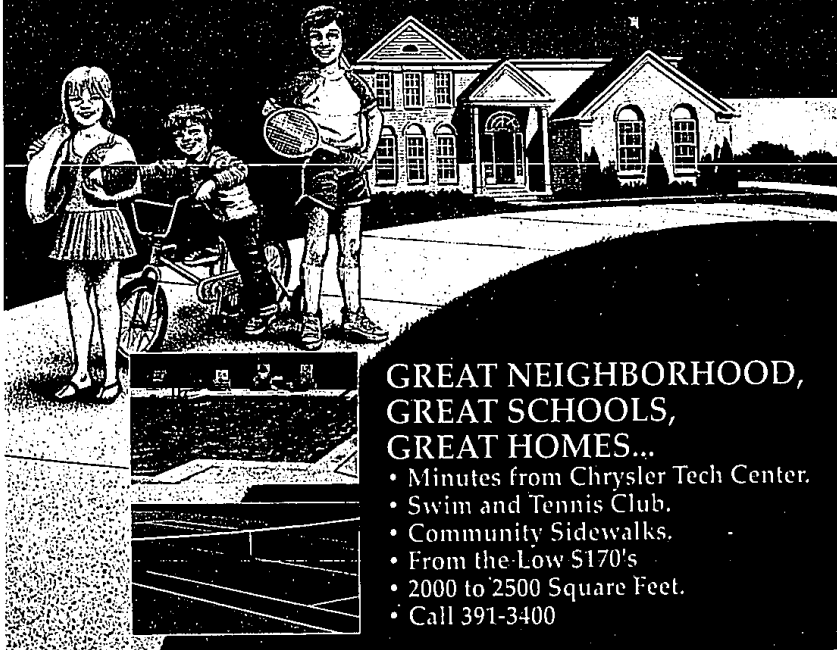
"It seemed like a very opportune time now," Bays said of the recent work stoppage. "Builders are under pressure to get homes done."

Toreson conceded, however, that his carpenters can't afford to remain off the job indefinitely.

"Now, we're between a rock and a hard place," he said. "They need work. This is just a start. We're going to do more rallies."

More work stoppages could be held throughout the metro area as the association grows and negotiations continue with selective builders, Toreson said.

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