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Grand entrance: Entrances, like this one to the Scott Shuptrine store in Troy, done by Southfield-based Jon Greenberg and Associates, do more than just welcome you.

Entrances from page 1F

PINE TRAIL

ROCHESTER HILLS

ONLY 1 LEFT!



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AVON PINE TRAIL ROCHESTER HILLS

Located at the southwest corner of Avon Rd. & John R. Rd.

Not that long ago, it wasn't uncommon to see a house with a small door atop a small concrete porch, but customers are demanding more, he said.

"People will actually come in and say they want a big entrance," he said. "People feel they've climbed up the ladder and they want something to show for it," Tringali continued.

"A grand entrance makes a statement. A large entrance gives presence — it adds drama to a house," he said.

While large entrances started in the large expensive houses, they have slowly been creeping down into the mid-income range, he said.

"Builders are trying to second guess the market. You'll find a lot of knock off houses done by builders (trying to capitalize on the trend) and sometimes the entrance dominates the whole house."

Best foot forward

Tony Camilletti, director of visual communications at the Southfield-based retail designer JCA, said retailers recognize the importance of an impressive entrance.

"When we work in retail, the first 20 to 25

percent of the store is where the largest portion of the budget is spent," he said. "It's where you put your best foot forward."

The first rule of entrance design is to make it obvious, he said.

"Let's be honest, if you can't get into a store or restaurant, you put a bad taste in someone's mouth. People don't have to guess," he said.

Beyond that, there are several other physical characteristics designers employ when designing an entrance.

"A wide entrance welcomes everyone and a narrow entrance asks, 'Is this really for you?'" Camilletti said.

Some stores in malls even have doors, he added, which requires the customer to make a conscious decision to enter.

Designers also consider sight lines when considering an overall entrance. In the past, a lot of stores employed window displays, but that is fairly uncommon today.

The demise of window displays is partly do to the unwillingness of retailers to pay professional window designers, but opening up the front more also permits customers to more easily grasp what the retailer is all about, Camilletti said.

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Rb

CROSSINGS

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