



Planning Dept Email <planning@rochesterhills.org>

Last Night ... all the fun ...

1 message

Scot Beaton <scotbeaton@gmail.com>

Wed, Feb 19, 2025 at 3:32 PM

To: sambeydoun@safewayoil.com, safewayoil@comcast.net, info@gavassociates.com

Cc: Bryan Barnett <barnettb@rochesterhills.org>, Sara Roediger <roedigers@rochesterhills.org>, Marvie Neubauer <neubauerm@rochesterhills.org>, Planning Dept Email <planning@rochesterhills.org>

Sam Beydoun, Ghassan Abdelnour ...

Thanks for all the fun last night, and thanks for you a your great team to take the time to read my letter.

site plan thoughts ...

The four trees should not be planted in the county right-of-way, they will take away the view of your advertising posters in your windows.

The four trees also will make female shoppers feel not as safe at night, they like to be seen form your store and street. Oakland County Sheriff driving by.

And the four trees should not be planted on top of 6 inch gas mains and under utility wires.

And why should you have trees blocking your advertising but Speedway does not have trees blocking its advertising.

More parking in front of your new store ... looks like you could get two more spaces on the left side of the store.

If you still have to make landscaping requirements put the trees between the new store and carwash to the west.

Less landscaping on the right side of the store, would be nice to have four chairs a table and umbrella for good weather outdoor dining.

Thoughts for next store or even this store 20 foot height is plenty for a convenience store 30 feet is not cost effective.

Why... first any signage above the awning will only be seen by drivers, driving north and south on Crooks Rd. for about five seconds driving at a speed of 35 to 40 mph. The awning will block the view of signage for the remainder of the travel time.

This is why all signage at Speedway is below the awning.

A 30 foot tall store is more expensive to build than a 20 foot tall store, a more expensive building will cost you higher property taxes and why?... for signage you will see for five seconds.

More expensive to heat and cool in the summer. Sam Beydoun ... spend the money on the awning drivers see that architecture first.

We both know Shell awnings are pre-made in a box, like building furniture from an Ikea store... saves owners like you money and time.

I'm sure the Repsol Gas Stations in Spain awnings come in a box too. Sam Beydoun ... have your team take the time to research the cost.

I will repeat the marketing thoughts I have... to be different and hip looking 'a work of art' on the street will generate a greater profit for you than your competitors who all look alike... for now including your store too.

When I created award winning national print ads for the major car companies... I won those awards because I have always chosen to be bold, look different, better than my competitors you could too.

Sam Beydoun, Jennifer MacDonald, Sara Roediger, Bryan Barnett, Marvie Neubauer, and architect, Ghassan Abdelnour, always thanks for your time. You are all the very BEST!!!

Architecture is art, but unlike art that can be hung inside a gallery architecture is public art and can have either good or bad consequences affecting a cities character and charm.

Scot Beaton -- semiretired NYC Clio award winning advertising designer.

political experience former Rochester Hills City Council member 1988 to 1997 President, Rochester Hills City Council

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note: my ideas are always free.