

Repsol Gas Stations in Spain ... A gas station can also be a modern work of art

Sam Beydoun ...

c.c. Jennifer MacDonald, Sara Roediger, Bryan Barnett, Marvie Neubauer, and architect, Ghassan Abdelnour

One building at a time Rochester Hills has an opportunity to show leadership in art and architecture. **Rochester Hills innovative by nature.**

Would we rather see kitty-corner to Oakland University a work of art or another brick modern 'built today' gas station? What is shown so far in the PC packet and on-line. **Could be considered by many in the field of design**, too many contrasting shapes, too many brick stripes, too many different kinds of building materials. **Could be considered by many in the field of design**, the brick tower is out of proportion to the rest of the building façade and the large cornice looks out of proportion to the tower and building too. **Could be considered by many in the field of design**, the upper metal panels that frame the building façade a good look if they are white. IMO – **Ghassan Abdelnour over all has an excellent portfolio**. Modern architecture can be cool, BUT remember **"less is more" Mies van der Rohe**. IMO – the building elevations presented are 'built today' modern architecture. Modern auto service architecture can look awesome! Repsol Gas Stations in Spain look awesome!

As one who has spent over 40 years in advertising and marketing; making a lot of clients a lot of money with award winning design. Keep the build incredibly simple in design just a rectangle box. Three building materials brick and glass with some black metal trim. **Keep it modern, but modern with a capital 'M' not modern 'built today.'** The store, you only have to look as far as Eero Saarinen buildings at the GM tech center, glass curtain walls and glazed bricks in primary colors. **Simple brilliant Mid-20th Century Modern architecture.**

What is so wrong with the entire north wall just Shell Petroleum yellow glazed bricks and no other decorations, What is so wrong with the entire west and east wall Shell Petroleum all white or black glazed bricks and no other decorations. What is so wrong with the entire south wall the building façade all glass and Shell Petroleum red glazed bricks. **Celebrate Shell Petroleum primary colors.** Eero Saarinen buildings at the GM tech center did that you could too.

Why have the same building awnings over the pumps, where is the fun in that? What really makes those Spanish gas stations are the awesome awnings! What is so wrong with those kind of awnings in Rochester Hills, done in Shell Petroleum yellow, red and white! (like shown in the photos) Like as stated a gas station can also be a modern work of art. **Why only Spain and all of Europe ... why not in America, can't we make auto service architecture FUN! A work of art! Why not in Rochester Hills Michigan.** Build a simple brilliant Mid-20th Century Modern architecture, with those Spanish style gas stations awesome awnings, you will be the talk of the town!

Hipsters and influencer's will come from all over for selfies and photo ops. **Thousands of free Internet hits and free advertising!** And when they are there they will buy your gas and everything in the store! Seniors will love also to use your gas station as a backdrop for their classic cars. **Rochester Hills will have the coolest new gas station in all of Michigan.** note: IMO these photos presented would not cost more or less than what is presented in the city's PC packet. And it is not too late to apply these design ideas to your beautiful new mini mart gas station at Crooks and M-59.

Current building elevations both gasoline service stations. **Consider these color thoughts from many articles by psychiatrists, experts on-line.** **Gray Bricks ...** Does Gray represent depression? Gray is often considered a neutral color — a color absent of emotion — in color psychology, which may account partially for why it's likened to feelings of depression. Depression is more than just sadness. It can be a sense of emptiness, apathy, hopelessness, and despair. Like the color gray, it can be dispassionate. **Black Bricks...** Black is the ultimate power color. It conveys elegance, strength, and professionalism, making it a popular choice for luxury, tech, and fashion brands. Its neutrality also makes it a perfect canvas for experimenting with bold and subtle combinations alike. **Yellow Bricks...** Why is yellow a happy color? Research has suggested two main reasons why yellow is considered the happiest color. Many studies have linked the psychological powers of yellow to the sun. Sunlight helps to lift our mood and improve our outlook on life as well as being the source of life on earth. **The upper metal panels that frame the building façade is a good look if they are white.** **White** can create a clean, timeless, and elegant appearance. It can also make a building stand out and provide a sense of brightness. You may also want to consider **using only poles to hold up the canopy.** Will be easier for your employees to see what is going on at the pumps ... this is a crime safety concern with this kind of retail business.

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Jennifer MacDonald, Sara Roediger, please publish before the meeting these photos and these PDFs, thoughts in your planning commission packet with the agenda item in the public comment section ... Planning Commission March 18, 2025

Sam Beydoun always thanks for your time.

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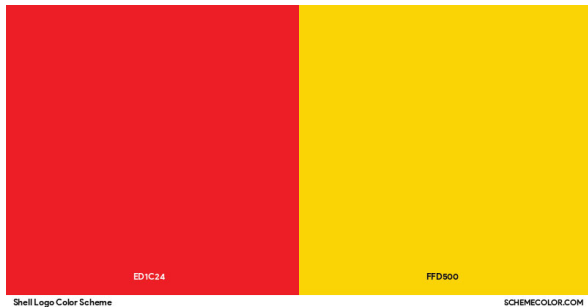
Architecture is art, but unlike art that can be hung inside a gallery architecture is public art and can have either good or bad consequences affecting a cities character and charm.

Scot Beaton – semiretired five time NYC Clio award winning advertising designer.
political experience former Rochester Hills City Council member 1988 to 1997 President, Rochester Hills City Council
655 Bolinger Street Rochester Hills MI 48307
<https://www.linkedin.com/in/scot-beaton-474a7b51>
scotbeaton@gmail.com

note: my ideas are always free.

note: We both know Shell awnings are pre-made in a box, like building furniture from an Ikea store ... saves owners money and time. I'm sure the Repsol Gas Stations in Spain awnings come in a box too. Sam Beydoun and architect, Ghassan Abdelnour. ... you could have your team take the time to research the cost.

<https://www.schemecolor.com/shell-red-yellow.php>

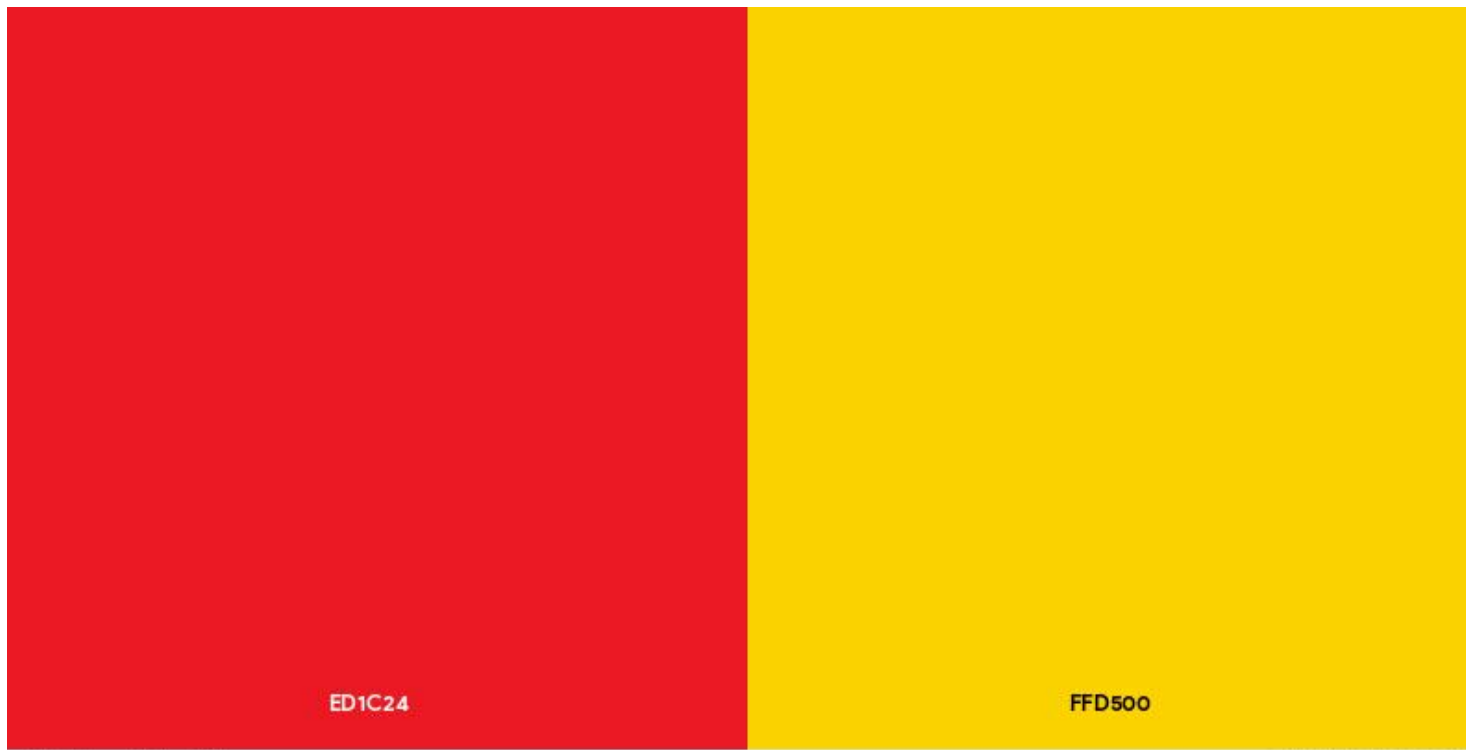


Gray Bricks ... <https://psychcentral.com/depression/decreased-perception-of-color-in-depression>

“Gray is often considered a neutral color – a color absent of emotion – in color psychology, which may account partially for why it’s likened to feelings of depression.”

Yellow Bricks ... <https://goodordering.com/blogs/blog/the-psychology-of-yellow>

“Why is yellow a happy color? Research has suggested two main reasons why yellow is considered the happiest color. Many studies have linked the psychological powers of yellow to the sun. Sunlight helps to lift our mood and improve our outlook on life as well as being the source of life on earth.”



Shell Logo Color Scheme

SCHEMECOLOR.COM











