



new letter for PC packet February 18th, 2025

1 message

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

Planning Commission February 18, 2025 at 7:00 p.m. ... gasoline service station at [2260 Crooks Rd.](#)

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

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

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

Ask the question coming off the freeway, or over the Crooks bridge would you rather see a work of art or another modern mundane gas station.

What is shown so far in the PC packet and online, 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 (which will support a sign) to the left 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 to the right are too large ... and overwhelming to the glazing and the odd angle detracts from the look of the building.

IMO ... Ghassan Abdelnour over all has an excellent portfolio, but this modern mundane architecture with it's fake wood tower would be OK if it were an office type building not auto service station retail.

Auto service station retail architecture is all about the glass building façade, so one especially at night can see in all the fun stuff for sale inside... this proposal seems to go out of its way to do the opposite. With its weird looking brick and wood tower and large metal overhang.

Gas stations don't make money selling gas ... one only has to look across the street at Speedway and see that building all lit up at night ... all the glass to see all the fun stuff for sale inside. Also all the glass makes their patrons feel safe from crime.

Speedway has spent millions just to design a retail looking building that works! They use the same building everywhere ... architect, Ghassan Abdelnour and your client; all I ask as your friend and award winning advertising designer less opaque building more glass to sell retail.

Modern architecture can be cool, BUT remember "less is more" Mies van der Rohe ... IMO the building elevations presented are poorly designed mundane architecture, your excellent portfolio shows way better!

Modern auto service architecture can look awesome! Repsol Gas Stations in Spain look awesome! Let's learn from them.

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; there is an incredible opportunity to kick some Speedway (blank)! directly across the street!

Keep the build incredibly simple in design just a rectangle box no weird angles and towers ... three building materials brick and glass with some black metal trim. Keep it modern, but modern with a capital 'M' not modern build 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 20th Century Modern architecture.

What is so wrong with the entire west wall just Shell Petroleum yellow glazed bricks and no other decorations, What is so wrong with the entire north and south wall Shell Petroleum all white or black glazed bricks and no other decorations.

What is so wrong with the entire east wall the building façade all glass and Shell Petroleum red glazed bricks at the entrance way. Give up on mundane residential looking colors, celebrate Shell Petroleum primary colors. Eero Saarinen buildings at the GM tech center did that you can too!

Why if we want to kick a little Speedway (blank) 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.

Please ... architect, Ghassan Abdelnour and your client; you build a simple brilliant 20th Century Modern with those Spanish style gas stations awesome awnings, Speedway going to s..t bricks across the street!

IMO ... The marketing in me tells me you are going to out sell them, you are going to make a gigantic return on your investment!

Ghassan Abdelnour your firm your client are going to be the talk of the town ... the talk of the region... the under 40 crowd will fall in love with this new hip gas station, your store will out sell their store! Shell Petroleum will also fall in love with you and your client. May hire you worldwide for creativity and innovation.

Hipsters and influencers 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 client's gas and everything in the store!

Seniors will love also to use your gas station as a backdrop for their classic cars.

Boring Speedway across the street will be for may years, if ever unable to compete with your new store... And 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.

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

— Jennifer MacDonald, Sara Roediger, Bryan Barnett, Marvie Neubauer, and architect, Ghassan Abdelnour ... always thanks for your time.

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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Jennifer MacDonald, Sara Roediger ... Birmingham MI, Royal Oak MI and Rochester MI all publish my letters and photos in their PC packets many days before the meetings, I would hope my hometown would do this too. I would like to see these thoughts and photos online. And also note: my ideas are always free.







