

April 29, 2026

By E-mail to “Grant.Farrinton@dcd.cccouty.us”

Department of Conservation & Development
Community Development Division
30 Muir Road
Martinez, CA. 94553

Attn: Grant Farrington
Re: CDLP26-02007
Site: 3188 Danville Blvd.

Dear Grant:

This is an application for approval of a land use permit to modify the signage of the Shell Oil Station in downtown Alamo. The modification would be to COA #3 and #4 of CDLP18-02016 to allow refacing of the fascia including an illuminated logo and refacing 2 free standing pricing signs with LED illuminated text for an existing Shell service station. The application was reviewed at the AIA Planning Committee’s April 28, 2026, meeting. The applicant was notified of the meeting and was present. Based upon the meeting discussions, the AIA recommends **APPROVAL** of the application, subject to the following conditions:

CONDITIONS

- Our recommendations are based upon the applicant’s “Second” Revised Plans dated 4-27-2026 (the “Plans”), rather than the applicant’s Original Plans dated 3-1-2026 or the First Revised Plans dated 3-6-26.
- The pump canopy fascia should remain the current brown color and material, as indicated in the Plans.
- Existing, unapproved site signage in the form of “Rebel Wash” signage on numerous bollards in the fuel pump area, Rebel Wash signs mounted atop the two existing perimeter price signs and Rebel Wash signage on the walls of the car wash should be removed. The Plans already indicate the intent to remove much of this signage and it may already have been removed.
- All other signage, pumps, bollards and other elements of the site should be as shown in the Plans

REASONS FOR OUR RECOMMENDATIONS

- The past approval of the station's Pump canopy fascia in the brown/earth tone color was to reduce the visual impact of a brighter, brand-colored fascia on the pump canopy. We note that the Chevron station, located close by on the opposite side of Danville Blvd., also maintains a beige (i.e., non-brand) colored fascia for the same reason.
- This station has for some time been in a state of unapproved, illegal signage by Rebel, the operator of the store and car wash. This signage is shown in the enclosed photos. Based upon our site visits of Saturday, April 25 and Sunday, April 26, the owner has removed much of the illegal signage which we appreciate. However, there is still illegal signage that remains.

The land use permit being amended by this application pertains to the entire property, not just the signage. As such, and although not part of the proposed signage changes, there are long-standing maintenance deficiencies regarding the property that should be addressed. The roof fascia of the store has been in disrepair for many years. Re-facing it with the same brown/earth tone metal as the pump canopy fascia would be consistent. The brick edging of the landscaping strip along Stone Valley Road that surrounds the pricing sign has also been in disrepair for some time and should be repaired. The planting area itself is bare dirt and needs replanting. Correction of these issues should not delay implementation of the signage changes but should become obligations under this land use permit.

As always, thank you for the opportunity to review and comment upon this application. Please feel free to contact Roger Smith at (925) 980-1655 or me at (510) 759-9617 if you have questions.

Sincerely,



Steve Meyers
Chair,
Planning Committee

cc:	Applicant	(by email: Aaron@PromotionPlusInc.com)
	Supervisor Andersen	(by email)
	Alamo MAC Members	(by bcc email)
	Cameron Collins	(by email)
	AIA Board & Planning Committee	(")
	AIA File	(")



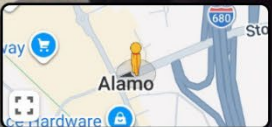
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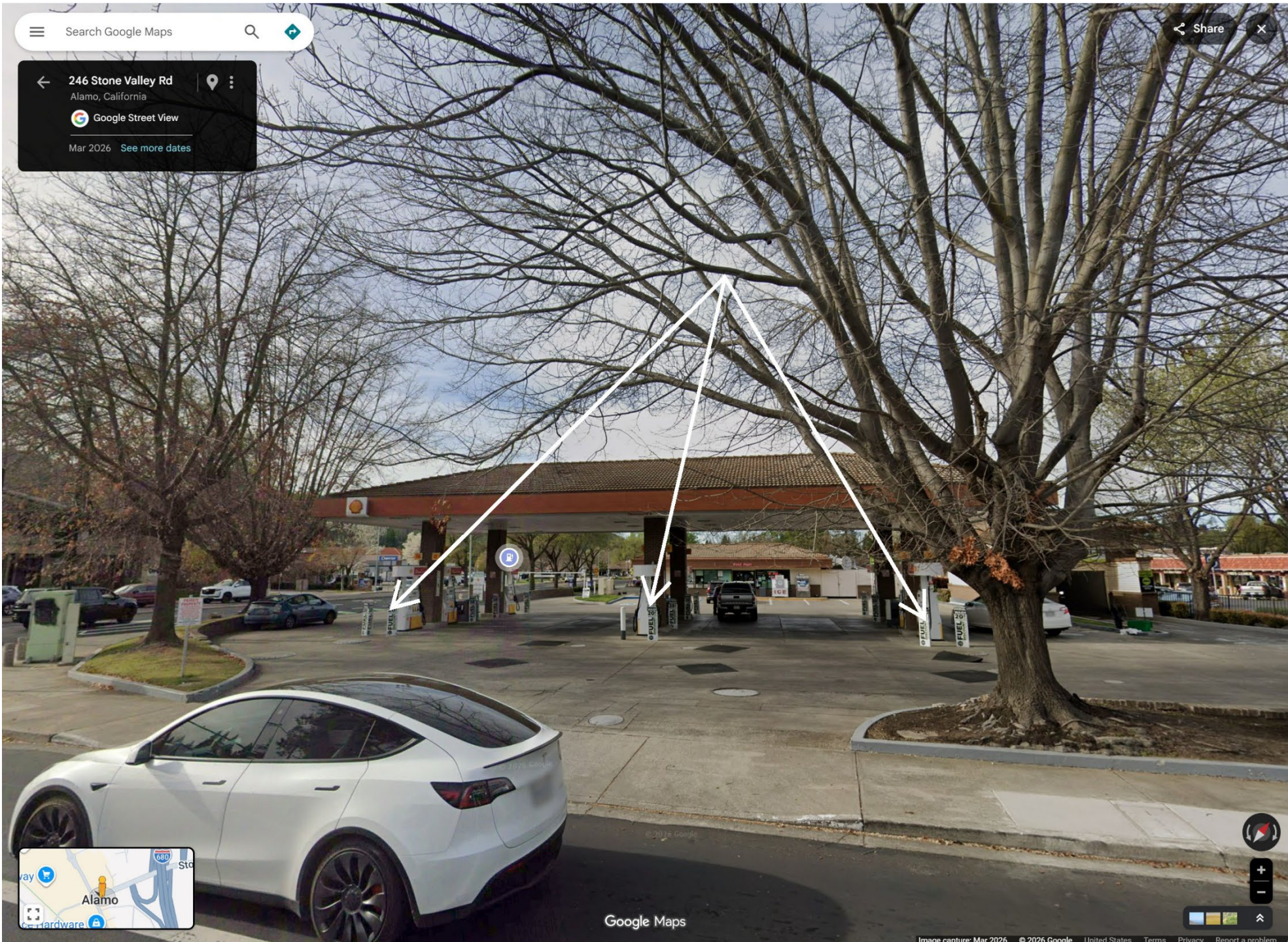
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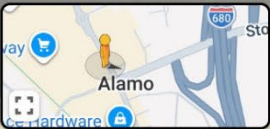
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