

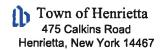
TOWN OF HENRIETTA APPLICATION TO THE ZONING BOARD OF APPEALS FOR AN AREA VARIANCES

Appeal No 269 - 2024 - Ø83

Date WLy 31 34

l(we)	Carl Hasselbak/Exit 52	Truck Stopof 10 M	18K 5+	
	Name of Applicant / Business		Business (Number 8	· · · · · · · · · · · · · · · · · · ·
	Buffalo NY	1422 hereby appe	al to the Zoning Boar	d of Appeals from the decision
of the	Building Inspector, whereby	,		a permit relating to the below property.
3333	3 E River Rd	Rochester	NY	14623
	No. & Street	City	State	Zip Code
_160	. 15-2-25		Industrial	R-1-15
<u></u>	Tax Map No.		Zonin	g District
PROV	(ISION(S) OF THE ZONING	OPDINANCE ADDEALED	(Indicate the satisf	
			(indicate the article,	section and paragraph of the Zoning
Ordina	ance being appealed) 224 8		(Do not quote the ordinance)	
		3	**************************************	
Descri	ption of Proposal: Provide	facility fue	el pump = s	ign reading 'Valero'
	DOMONAL GROUN	CONTRACTOR OF CO		
		d area		
				F - 48
5. 0.1		22	× 1 5.	SAFE A
Pump#1		1.		
Applica	nt should answer all statements	regarding this application on	page 2. Incomplete app	olications shall not be acted upon.
Receive	OO in A	Agent / Application		-0.4645
Reviewe	dby CEM 140	CN.	10 1 14	city E
	000 wh 20		LANC	side Engineering PC
Date of I	Meeting: OUT 7-, 24	524 11 Cal	strePK, I	Fockester NY 14614
		Phone #:		
		Email.		
		Signature:	W Pros	_
4	(8) 27 mm		NOTE: if signature is other from owner mus	then owner, written authorization accompany application

APPLICANT OR REPRESENTATIVE MUST BE PRESENT AT THE MEETING PLEASE PRINT ALL INFORMATION



Legal Notice to Read	
and the second	My Way Express / Lakeside Engineering / Valero
requesting a variance for a Additional grou	nd
whereas one (pole) or grund	
is allowed by code on property located at 3	333 East River Rd. Rochester, NY 14623

Application Information		
Meeting Date September 4th, 2024		
Received By	ССМ	
Date Received July 31st, 2024		
Fee Amoun Paid \$250.00		
Check # 1008		



Pump#

I(we) Carl Hasselbak/Exit 52 Truck Stopof

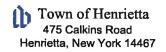
TOWN OF HENRIETTA APPLICATION TO THE ZONING BOARD OF APPEALS FOR AN AREA VARIANCES

Appeal No ZBA - 2024 - 084

Date July 31 - 2024

Name of Applicant / Business		Business (Numb	or & Street)	-
Bu Calo NY	1422 hereby app	eal to the Zoning Bo	ard of Appeals from the deci	sion
of the Building Inspector, whereby t	ne building inspector did	deny gra	nt a permit relating to the be	low property.
SHEAR AND REAL ESTA			***************************************	
3333 E River Rd	Rochester	NY	14623	
No. & Street	City	State	Zip Code	
160. 15-2-25		Industrial	R-1-15	
Tax Map No.		Zo	ning District	
PROV ISION(S) OF THE ZONING	ORDINANCE APPEALED	(Indicate the article	a postion and new rest C.	
	VOID AND AND AND AND AND AND AND AND AND AN	or (indicate the article	, section and paragraph of t	ne Zoning
Ordinance being appealed) 224-2		rely (Do not quote the ordinance		
13.	× 2			
Description of Proposal: Provide	facility f	uel pump =	sign reading 'Valer	0,
3rd 4 NATION (A)	GROUND SIG	1		
7 FLABOTIONIA	URDONG OIG			
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2		•	5	
		Ĩ		4
Applicant should answer all statements	regarding this application or	n page 2. Incomplete	applications shall not be acted u	pon.
Received by: CCM	Agent / Applic	ation: Rad	Prosser	
Cana 1/20	4.	1 1		
Reviewed by: CEM ///)	Address: -	C/O LAK	eside Engin	erringPo
Date of Meeting: SEP 4th, 20	124 116	stre PK	Pockester NY	14614
	Phone #:			
	Email:	د د چ <u>ي</u> ن د خو او داد د د د د د د د د د د د د د د د د		
	Signature:	W Pr	n	

APPLICANT OR REPRESENTATIVE MUST BE PRESENT AT THE MEETING PLEASE PRINT ALL INFORMATION



Legal Notice to Read
Application ZBA-2024-084 Of My Way Express / Lakeside Engineering / Valero / Exit 52 Truck Stop / Carl Hasselbak
requesting a variance for a 2nd additional ground
whereas one (pole) or grund
is allowed by code on property located at 3333 East River Rd. Rochester, NY 14623

Application Information			
Meeting Date	September 4th, 2024		
Received By	ССМ		
Date Received	July 31st, 2024		
Fee Amoun Paic	\$100.00		
Check #	1008		

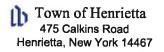


TOWN OF HENRIETTA APPLICATION TO THE ZONING BOARD OF APPEALS FOR AN AREA VARIANCES

Appeal No <u>ZBA - 2024</u>-035 Date: <u>JULY 31</u> 2024

	I(we) Carl Hasselbak/Exit 52 Truck Stor	bf 10 WIPK 5+.	
	Name of Applicant / Business	Business (Numbe	r & Street)
	Bu from State Zip 1422	hereby appeal to the Zoning Boa	ard of Appeals from the decision
	of the Building Inspector, whereby the Building	Inspector did deny gran	t a permit relating to the below property.
	3333 E River Rd Roch	ester NY	14623
	source con con eco-	ity State	Zip Code
	160 . 15-2-25	- Industrial	R-1-15
	Tax Map No.	Zon	ing District
	PROVISIONS) OF THE ZONING OPPINIONS	E ADDEALED #	
	PROV ISION(S) OF THE ZONING ORDINANC	E APPEALED, (Indicate the article	, section and paragraph of the Zoning
	Ordinance being appealed) 224 23. (1) (a)	-224-8(8)(1)	
		Number Only (Do not quote the ordinance)	
	Description of Proposal: Provide	facility fuel numn	olon and the Alberta I
	1116	facility fuel pump	sign reading valero
	4 ADDITIONAL	GROUND SIGN	The state of the s
			£ 8
	Date of the second seco		
6	0	(#5)	7.0
Pump#	<i>3</i>		
, MI 1	Applicant should answer all statements regarding this	s application on page 2. Incomplete a	nnilications shall not be collections
		- 3 44	ppresentation of each of action oboti.
	Received by: CCM	Agent / Application: - Rad - 1	7035EF
	Reviewed by: CEM 160W .	1 / - 1 W	1 t/ F
	0 - 44	Address: C/C LAN	side EngineeringPC
	Date of Meeting: SO 4th, 2024	11 Centre PK	Pockester NY 14614
		Phone #:_	
ď.			mate :
		Email	_
		hil Dai	<u> </u>
		Signature:	

APPLICANT OR REPRESENTATIVE MUST BE PRESENT AT THE MEETING PLEASE PRINT ALL INFORMATION



Legal Notice to Read	
Application ZBA-2024-085 Of My Way Express / Lakeside Engineering / Valero / Exit 52 Truck Stop / Carl Hasselba	k
requesting a variance for a 3rd additional ground	
whereas one (pole) w grund	
is allowed by code on property located at 3333 East River Rd. Rochester, NY 14623	

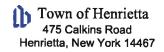
Application Information		
Meeting Date	September 4th, 2024	
Received By	ССМ	
Date Received July 31st, 2024		
Fee Amoun Paid \$100.00		
Check # 1008		



TOWN OF HENRIETTA APPLICATION TO THE ZONING BOARD OF APPEALS FOR AN AREA VARIANCES

Appeal No <u>ZBA - 2029</u> - 086 Date <u>July 31 - 2029</u>

8 12	hereby appea	Business (Number of to the Zoning Boar	s Street) It of Appeals from the	e decision
of the Building Inspector, whereby the Building	Inspector did	deny grant	a permit relating to	the below property.
3333 E River Rd Roche No. & Street Cr		NY State	14623	
160. 15-2-25 Tax Map No.		Industrial	g District	
PROV ISION(S) OF THE ZONING ORDINANCE Ordinance being appealed) 224-8B. (1) (a)	22	Indicate the article,	section and paragra	ph of the Zoning
Description of Proposal: Provide () f	acility fue	l pump =s	ign reading '	/alero'
5th additional	gound	sign wh	ueas on	e is allowe
1	(40)	los,	march, if the	, at 1 as 4
MP #4 Applicant should answer all statements regarding this	application on p	age 2. Incomplete app	plications shall not be	acted upon.
Received by: CCM	Agent / Application		rosser	
Date of Meeting: SEPT 4th, 2024	Address: - C	trePK	side Engloster	NY 14614
	Phone #:_			
	Email:	NOTE: If eignelure is othe from owner crus	r than owner, written authorization	n
APPLICANT OR REPR	ESENTATIVE MUS EASE PRINT ALL	ST BE PRESENT AT TH	E MEETING	



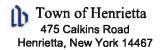
Legal Notice to Read	
Application ZBA-2024-086	Of My Way Express / Lakeside Engineering / Valero / Exit 52 Truck Stop / Carl Hasselbak
requesting a variance for a 4th	n additional ground
whereas one (pole)	
	2222 Fact Diver Dd Dock outon NV 14622
is allowed by code on property	located at 3333 East River Rd. Rochester, NY 14623

Application Information		
Meeting Date	September 4th, 2024	
Received By	ССМ	
Date Received	July 31st, 2024	
Fee Amoun Paid	\$100.00	
Check #	1008	



TOWN OF HENRIETTA APPLICATION TO THE ZONING BOARD OF APPEALS FOR AN AREA VARIANCE

SIGN SQUARE APP FOOTAGE ALLOWED EXCEEPANCE) I(we) Carl Hasselbak/Exit 52 Truck Storof hereby appeal to the Zoning Board of Appeals from the decision of the Building Inspector, whereby the Building Inspector did deny grant a permit relating to the below property. 3333 E River Rd Rochester 14623 No. & Street State Zip Code 160. 15-2-25 Industria Tax Map No. PROVISION(S) OF THE ZONING ORDINANCE APPEALED, (Indicate the article, section and paragraph of the Zoning Ordinance being appealed) 224 4B. (1) (a) Number Only (Do not quote the ordinance) Description of Proposal: Sign square footage in excess of the maximum allowance of 250 sq ft at 388 sq ft (1) Applicant should answer all statements regarding this application on page 2. Incomplete applications shall not be acted upon. Received by Date of Meeting Phone #: Email.



Legal Notice to Read	
Application ZBA-2024-087	Of My Way Express / Lakeside Engineering / Valero / Exit 52 Truck Stop / Carl Hasselbak
requesting a variance for a aggreg	ate of 388sq'
whereas 250sq'	
	[2222 5
is allowed by code on property loca	ted at 3333 East River Rd. Rochester, NY 14623

Applica	tion Information
Meeting Date	September 4th, 2024
Received By	ССМ
Date Received	July 31st, 2024
Fee Amoun Paid	\$100.00
Check#	1008



TOWN OF HENRIETTA APPLICATION TO THE ZONING BOARD OF APPEALS FOR AN AREA VARIANCE

Appeal No. 76A - 2024 - 008

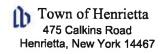
Date 1014 31 5 2024

SEED IN WIND

		-	
I(we) Carl Hasselbak/Exit	52 Truck Stopof 7/0	WIK ST	RUFFAIN MU
Name of Applicant / Business		Business (Number &	Street)
/422/	hereby appr	eal to the Zoning Boar	d of Appeals from the decision
Town, State, Zip		- and to and Lorang Board	2 of Appeals from the decision
of the Building Inspector, where	eby the Building Inspector did	deny grant	a permit relating to the below property,
3333 E River Rd	Rochester	NY	14623
No. & Street	Oltý	State	7ip Code
_160. 15-2-25		-Industrial	R-1-15
Tax Map No.			District
DDOVIGION/OV OF THE TOW			
PROVISION(S) OF THE ZONII	NG ORDINANCE APPEALED	, (Indicate the article, s	ection and paragraph of the Zoning
Ordinance being appealed) 22	4-4B. (1) (a) 22 ¹	4-8(B)(1)	
	Number On	ly (Do not quote the ordinance)	
	Appitional		
Description of Proposal: Provi	de two (2) facility fu	el pump canopy s	igns reading 'Valero',
L US KOVA		of 1	160.50
		-	
			wi Polic
-n 2nd	wall sign (can	opy) where	as one is allowed .
	1 ,	5	
Applicant should answer all statement	ents regarding this application on	page 2. Incomplete app	lications shall not be acted upon.
Received by: CCM	Agent / Applicat	tion: Rod P.	165965
Reviewed by: Ctm /	Address:C	10 Lakes	side Fasine Ering Pr
Date of Meeting: SEPT 4th	2024 1/60	ntre FK 1	ochester NY 14614
	Phone #:_	2	
	Email		
	enancia de la composición della composición dell	hel Pin	
1 - 1	Signature:	NOTE If signature is other	han owner, written authorization
dalation		from owner must a	accompany application

north deration

APPLICANT OR REPRESENTATIVE MUST BE PRESENT AT THE MEETING PLEASE PRINT ALL INFORMATION



Legal Notice to Read		
Application ZBA-2024-088	Of My Way Express / Lakeside Engineering / Valero / Exit 52 Truck Stop / Carl Hasselba	k
requesting a variance for a 5th	additional pole / ground sign-	
whereas one Wall 350	(2nd wall)	
is allowed by code on property l	ocated at 3333 East River Rd. Rochester, NY 14623	_

Applica	tion Information
Meeting Date	September 4th, 2024
Received By	ССМ
Date Received	July 31st, 2024
Fee Amoun Paid	\$100.00
Check #	1008



south elevation

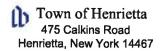
TOWN OF HENRIETTA APPLICATION TO THE ZONING BOARD OF APPEALS FOR AN AREA VARIANCES

Appeal No <u>ZBA - 2024 -</u> Ø89

Date <u>July 31 st</u> 2024

I(we) Carl Hasselbak/Exit 52	Truck Stop _{of} 10	18K 5+	
Name of Applicant / Business	Was I.	Business (Number & Street)	and from the decision
Bu GONY Town, State, Zip	17 221 hereby appe	I to the Zoning Board of App	peals from the decision
of the Building Inspector, whereby	the Building Inspector did	deny grant a permi	t relating to the below property,
3333 E River Rd	Rochester	NY 146	23
No. & Street	City	State Zip C	
160. 15-2-25		Industrial	2-1-15
Tax Map No.		Zoning District	
PROVISION(S) OF THE ZONING	ORDINANCE APPEALED	(Indicate the article, section	and paragraph of the Zoning
Ordinance being appealed) 224	4B. (1) (a) 224 -	S(B)(i)	
01	Number Onl	(Do not quote the ordinance)	
Description of Proposal: Provide	ADDITIONAL two (2) facility fu	el pump canopy signs	reading 'Valero', one
×			
A MIN TO S	ng herly,	el.	-6 ·· ·· ·
3rd additi	anal wall sig	n (canopy) w	hereas one is allow
	·		
· · · · · · · · · · · · · · · · · · ·		A MARK V IN	-
Applicant should answer all statemen	nts regarding this application or	page 2. Incomplete application	ns shall not be acted upon.
Received by:CCM	Agent / Applica	a x - 12	SEC
Reviewed by: CEM 15	Ow to Address:	10 Lakesie	le Engineering Po
Date of Meeting: SEPT 4th, 2	116	stre PK, Foc	lester NY 14614
	Phone #:		
	Email		
	Signature:	NOTE: If signature is other than ow	ner, written authorization

APPLICANT OR REPRESENTATIVE MUST BE PRESENT AT THE MEETING



Legal Notice to Read	
Application ZBA-2024-089	Of My Way Express / Lakeside Engineering / Valero / Exit 52 Truck Stop / Carl Hasselbak
requesting a variance for a 6th addition	nal pole/ground sign 3rd WWW SIGN
whereas one Wall 8150	
is allowed by code on property located a	3333 East River Rd. Rochester, NY 14623

Applica	tion Information
Meeting Date	September 4th, 2024
Received By	ССМ
Date Received	July 31st, 2024
Fee Amoun Paic	\$100.00
Check #	1008

Whether an undesirable change will be produced in the character of the neighborhood or a detriment to nearby properties will be created by the granting of the area variance.
Approval of sign variance for pump signs will not be a detriment to any neighboring properties, in fact, they will not be visible from neighboring properties.

- 2) Whether the benefit sought by the applicant can be achieved by some method, feasible for the applicant to pursue other than an area variance.
 There is no other way to feasibly present the primary fuel pump area supplier to the public.
- 3) Whether the requested area variance is substantial.

 The area variance is small at approximately 1% of the total proposed sign area.

 for each pump.
- 4) Whether the proposed variance will have an adverse effect or impact on the physical or environmental conditions in the neighborhood or district. The proposed variance will have no adverse effect on area physical or environmental conditions.
- 5) Whether the alleged difficulty was self-created, which consideration shall be relevant to the decision of the board of appeals, but shall not necessarily preclude the granting of the area variance.

 Though self created we feel the overall impact of the signage is both minimal, beneficial and expected by the public for this type construction.

- 1) Whether an undesirable change will be produced in the character of the neighborhood or a detriment to nearby properties will be created by the granting of the area variance.

 Approval of sign variance for canopy signs will not be a detriment to any neighboring properties, in fact, they will not be visible from neighboring properties.

 Similarly for fuel Pamp Signs.
- 2) Whether the benefit sought by the applicant can be achieved by some method, feasible for the applicant to pursue other than an area variance.

 There is no other way to feasibly present the primary fuel pump area supplier to the public.

3) Whether the requested area variance is substantial.

The area variance is approximately 4% of the total proposed sign area.

4) Whether the proposed variance will have an adverse effect or impact on the physical or environmental conditions in the neighborhood or district.

The proposed variance will have no adverse effect on area physical or environmental conditions.

5) Whether the alleged difficulty was self-created, which consideration shall be relevant to the decision of the board of appeals, but shall not necessarily preclude the granting of the area variance.

Though self created we feel the overall impact of the signage is both minimal, beneficial and expected by the public for this type construction.

July 22, 2024 Carl Hasselbak 110 Wik St. Buffalo. NY 14221

Town Zoning Board Town of Henrietta, NY 475 Calkins Rd. Henrietta, NY

Re: Authorization for Rodney Prosser to represent me at town zoning board hearing, 3257 E. River Rd., Henrietta, NY

Dear Zoning Board Chairman and Members of the Town Zoning Board,

Please be advised that I authorize Rodney Prosser, PE to represent me at the upcoming Henrietta Town Zoning Board hearing for the referenced project. Mr. Prosser is my project engineer.

Sincerely

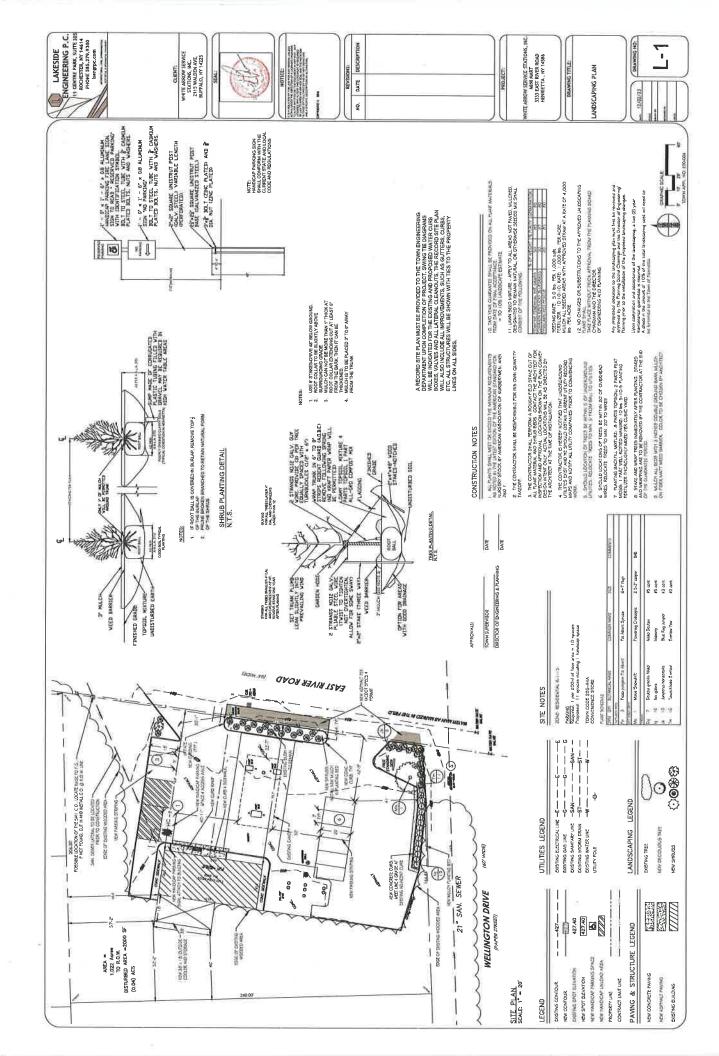
Carl Hasselbak, Project Owner

Statement of Applicant and Owner with Respect to Reimbursement of Professional and Consulting Fees

In conjunction with an application made to the Town of Henrietta, the undersigned states, represents and warrants the following:

- 1) I/We am/are the applicant and owner with respect to an application to the Town of Henrietta.
- 2) I/We have been advised of, are aware of and agree to comply with the obligation to reimburse the Town of Henrietta for any and all professional and consulting fees incurred by the Town in conjunction with this and any other applications by me/us, including but not limited to engineering and/or legal fees, all as more fully set forth in the Henrietta Town Code.
- 3) I/We have been provided with, or have otherwise reviewed the Henrietta Town Code provisions related to the obligation to reimburse the Town with respect to professional and consulting fees, and agree to comply with the same.
- 4) I/We understand that this obligation shall not be dependent upon the approval or success of the application.
- 5) I/We further agree that in the event the Town of Henrietta is required to refer for collection an outstanding debt for such professional and/or consulting fees due to the Town of Henrietta, I/we shall be obligated to pay the reasonable attorney's fees incurred as a result of the Town's efforts to collect such fees. Reasonable attorney's fees shall also include any and all disbursements that may result from the commencement of litigation.
- 6) Each party to the application, including the applicant and the owner, shall be jointly and severally liable for all consulting and professional fees and expenses incurred in conjunction with the application.

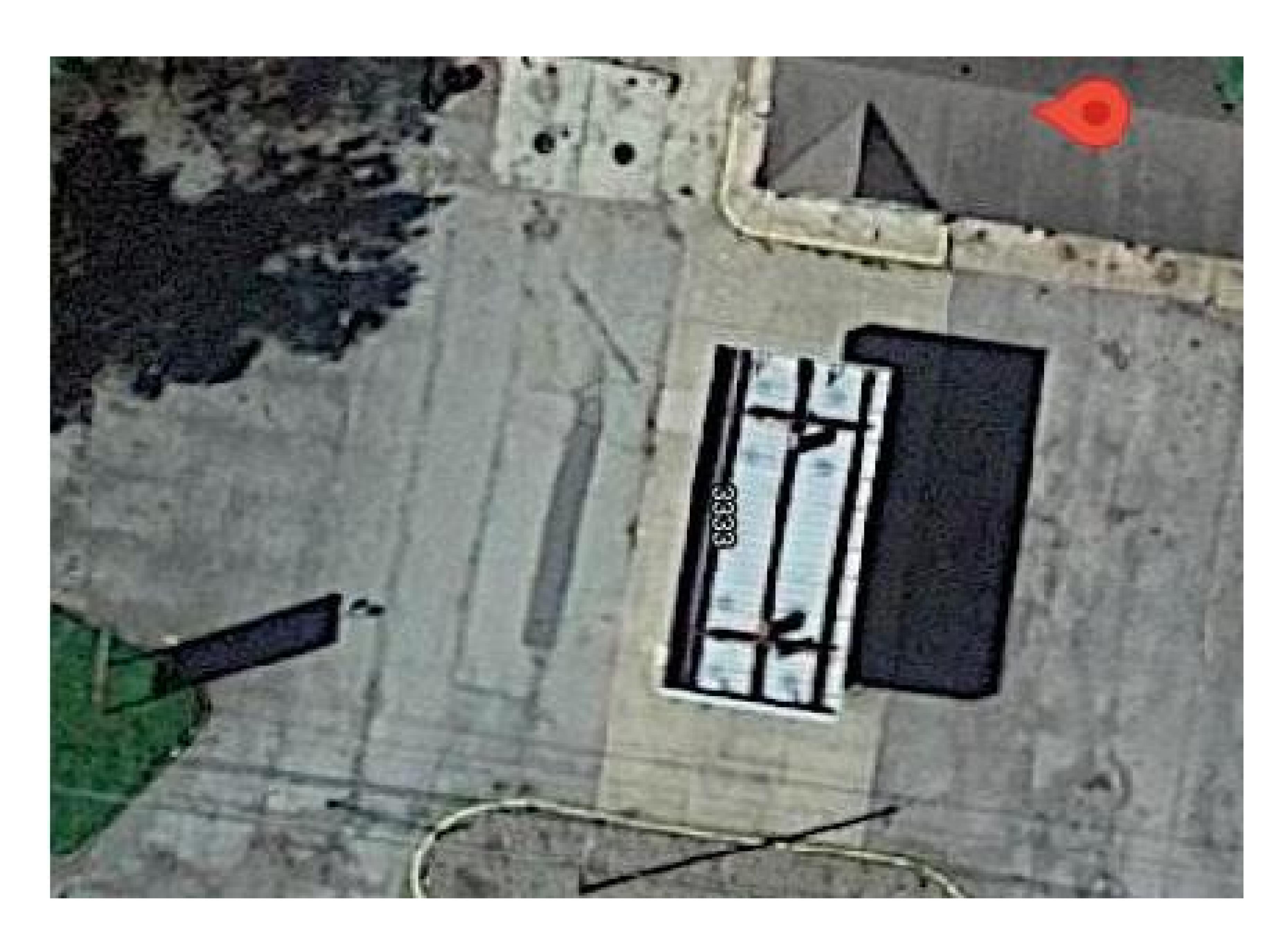
Applicant/Business Owner:	Carl Hasselbak
By:	
Title:	President
Dated:	7/22/2024
Signed:	Cal Hasselfal
Property Owner:	same as above
By:	
Title:	
Dated:	
Signed:	Cal Hasselbali



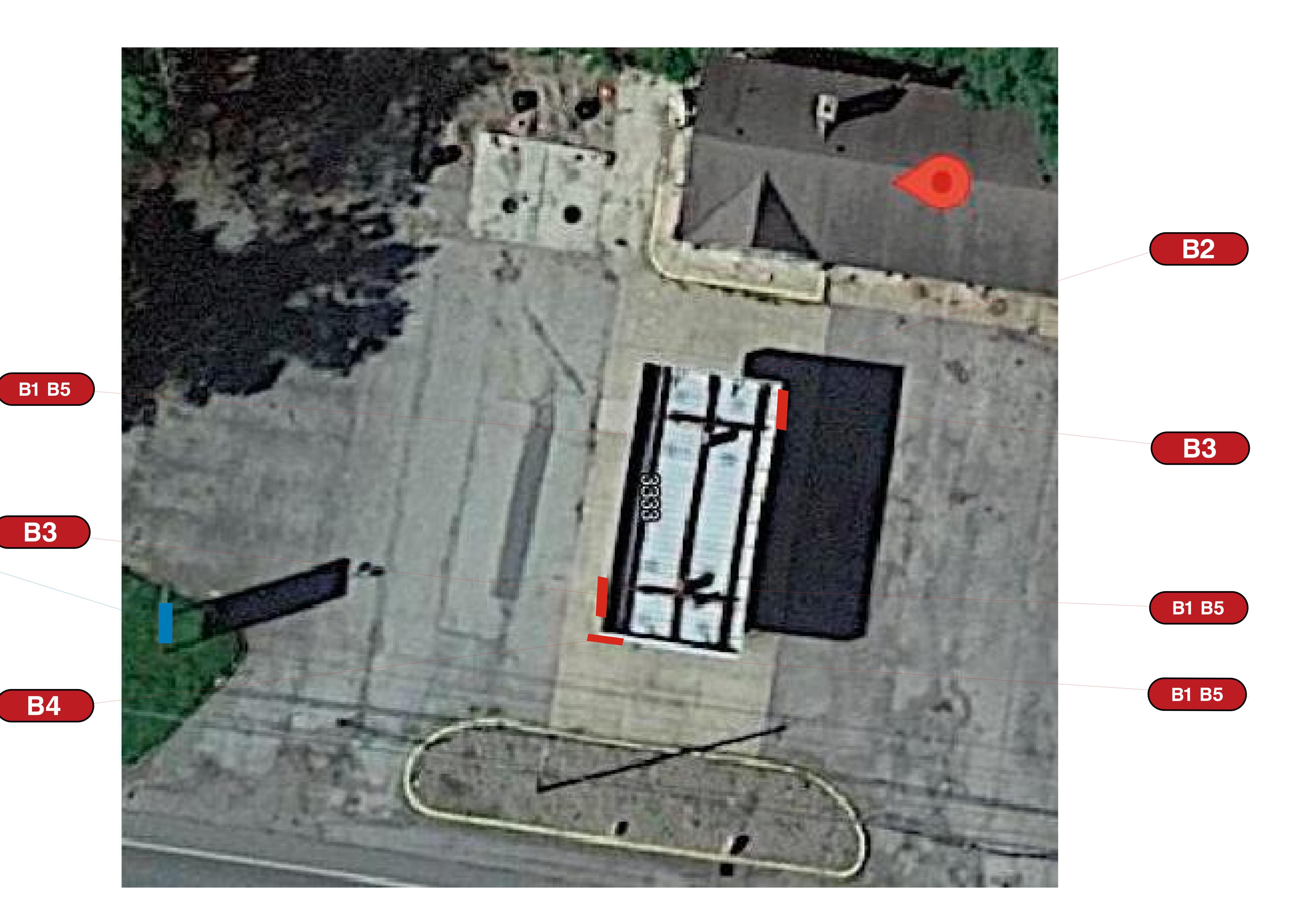
VALERO 3333 East River Road Rochester, NY







Arial Plan View



Sign Table

A. GPC fuel sign
Valero Vanguard 5' FM System- 20' OAH
Aluminum Construction / Plastic Faces
18" Daktronics Red LED Price Modules
12" Daktronics Green LED Price Modules

B. Canopy Elements

B1. Radius 36" ACM Panels 36" x 50' Aluminum Composite Digitally Printed Panels

B2. Flat 36" ACM Panels 36" x 36' Aluminum Composite Digitally Printed Panels

B3. Valero Wordmark
33" x 11' 6" Internally LED Illuminated Canopy Cloud
Aluminum Composite / Plastic Vacuum Formed Face

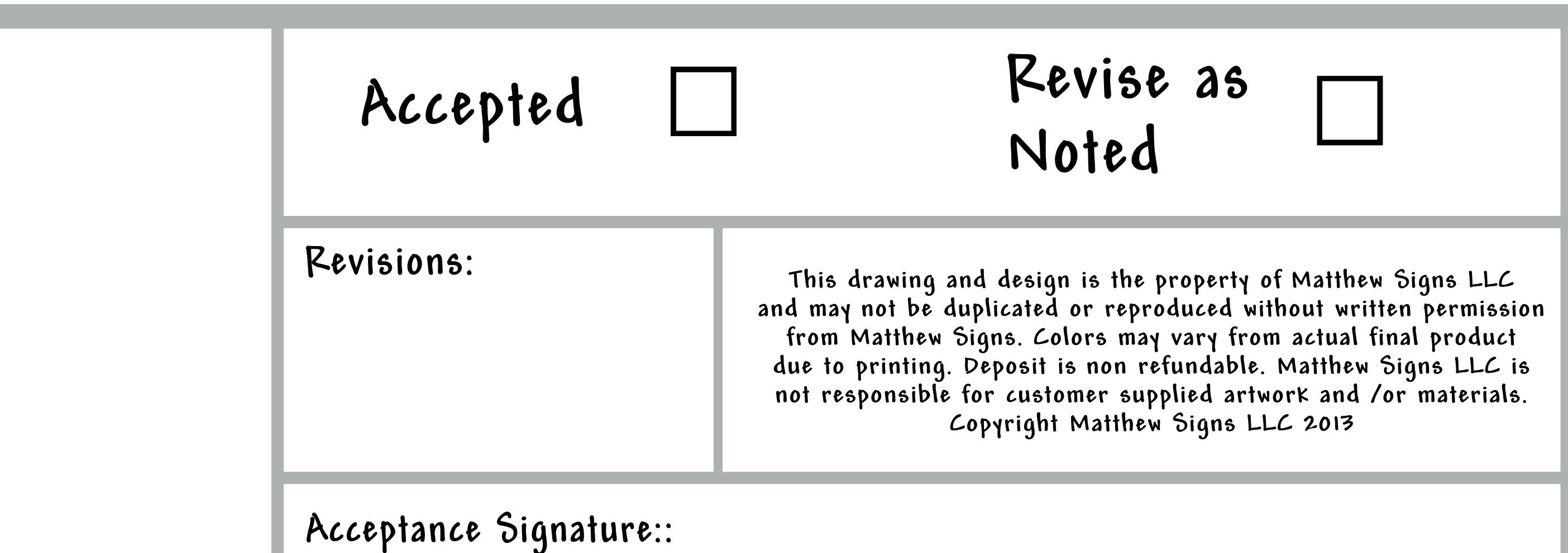
B4. Valero Oval 33" x 42" Internally LED Illuminated Canopy Oval Aluminum / Plastic Vacuum Formed Face

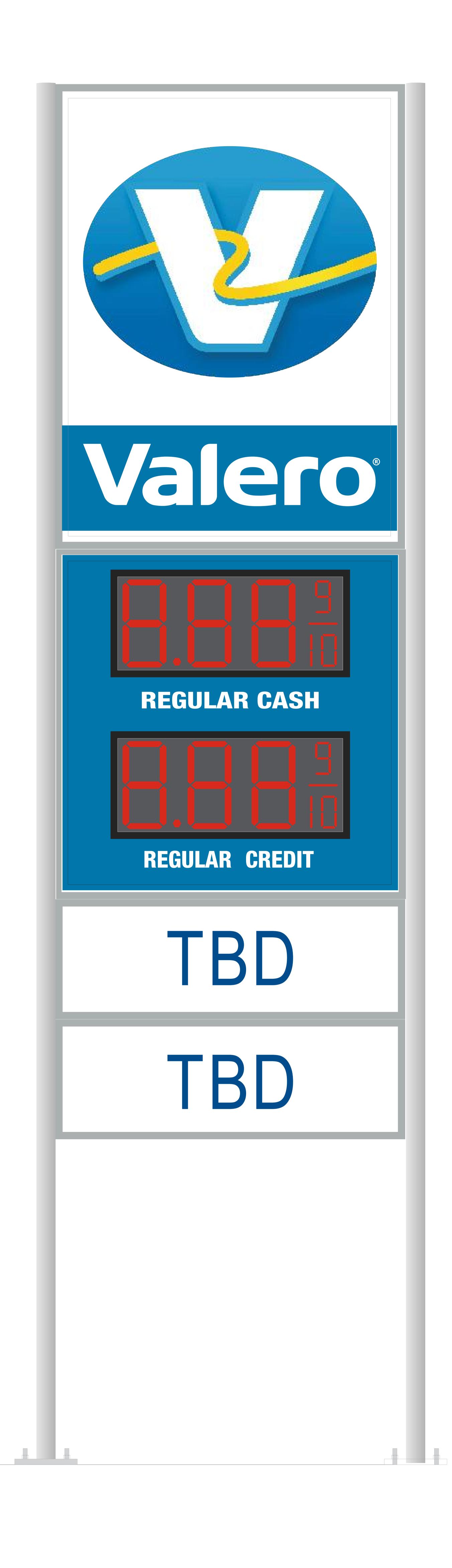
B5. LED Light Bar
3" x 6.5" LED Lightbar Aluminum Construction



Customer: White Arrow
Location: 3333 East River Road Rochester NY

Notes:





GPC FUEL PRICER

VALERO RETROFIT 24' OAH

VALERO SIGN FACE 97"h x 73" W

PRICER SIGN FACE 73"h x 73" W

REGULAR CASH (screened)

18" DAK FL-3000 LEDS

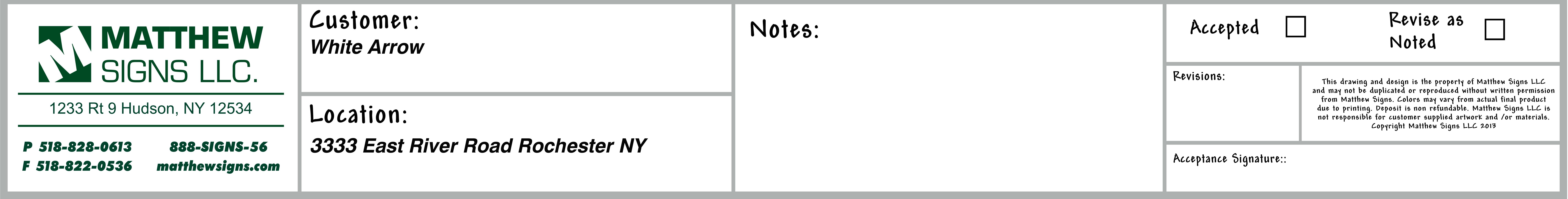
REGULAR CREDIT (screened)

18" DAK FL-3000 LEDS

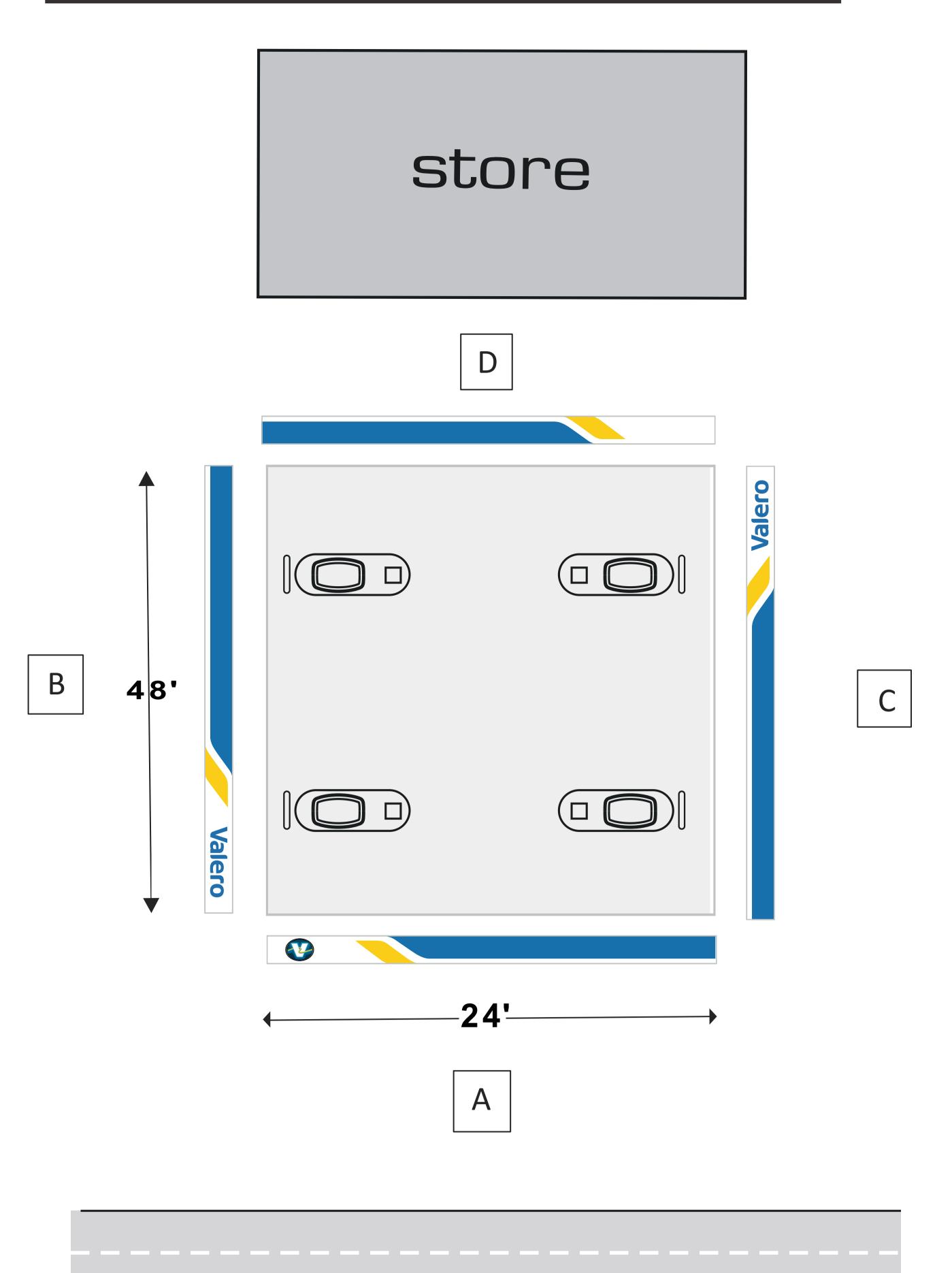
AUX SIGN FACE (2) 25"h x 73" W

POLES & CABINETS
WILL BE PAINTED
VALERO LT. GRAY
(BM thundercloud gray

Grade



CANOPY OVERVIEW



Primary street

Valero Canopy System

Radius ACM with Light Bar on Sides A-B-C
Side A: 24' with Oval ID, Radius ACM & Lightbar
Side B: 48' with Valero Wordmark Radius ACM & Lightbar
Side C: 48' with Valero Wordmark Radius ACM & Lightbar
Side D: 24' Valero Flat ACM only

Notes:

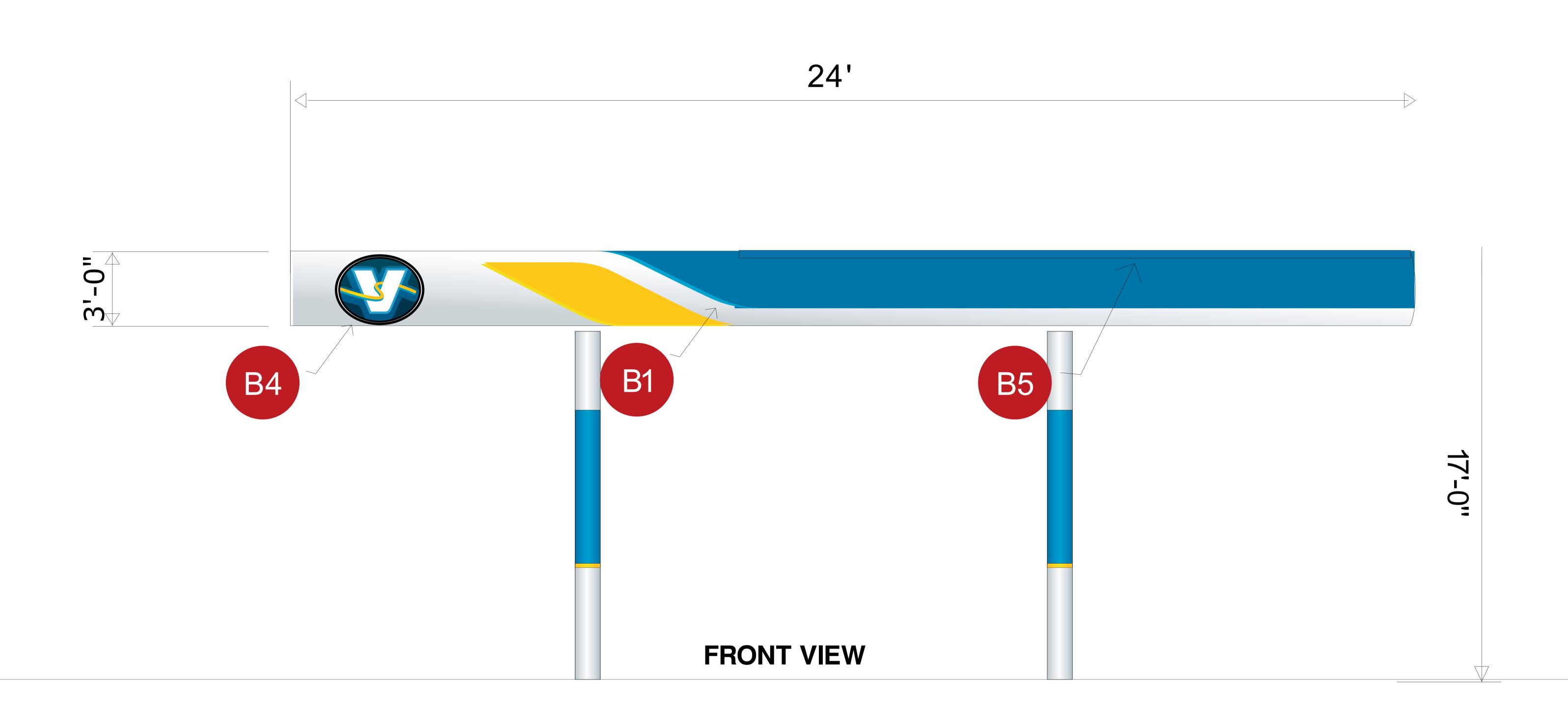
B1 Radius ACM canopy on front, left and right views.

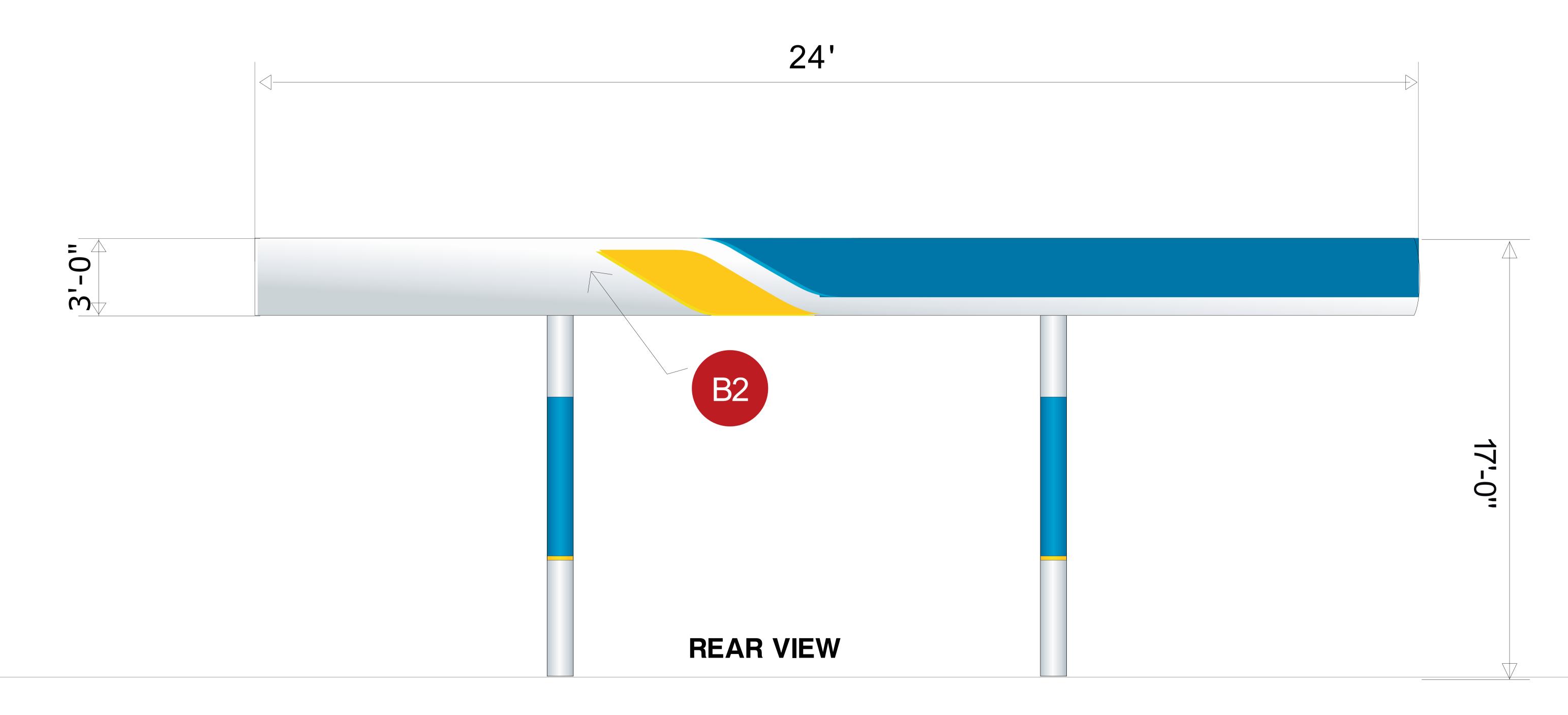
B2 Flat ACM canopy on rear view.

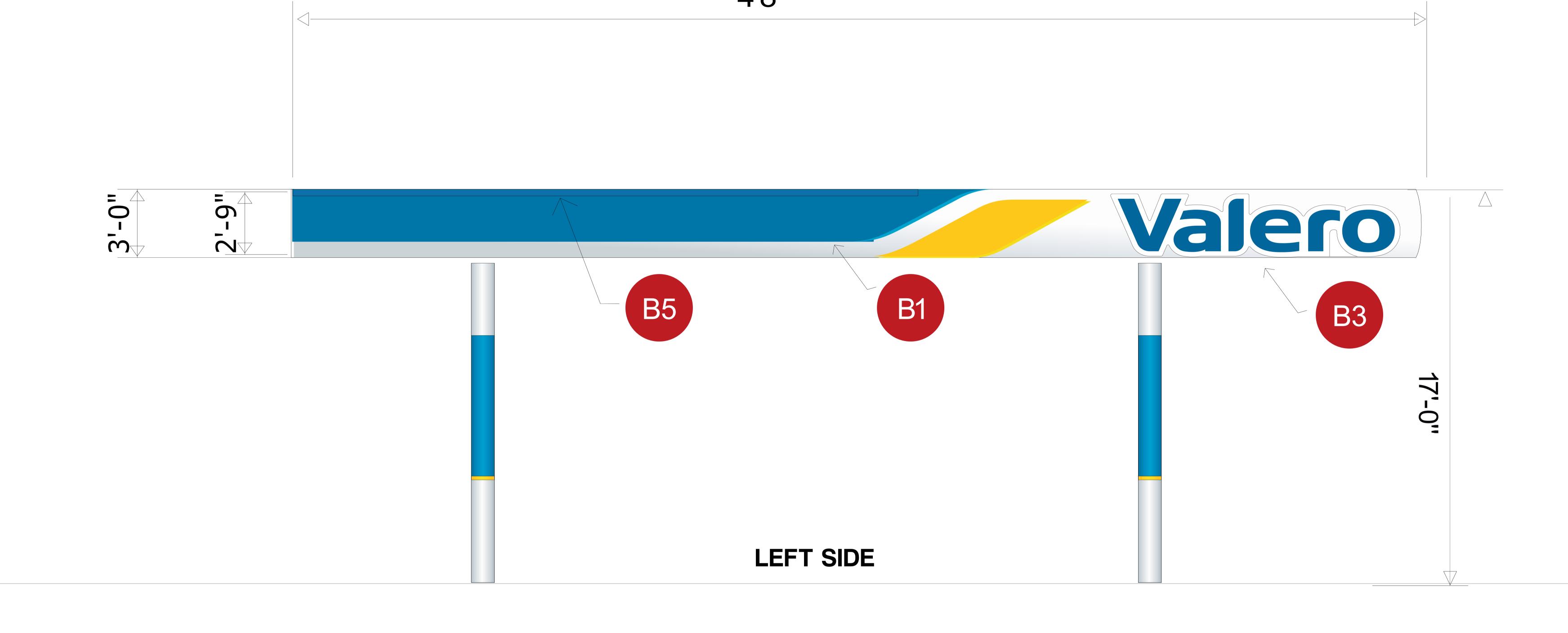
B3 (1) internally illuminated Valero canopy cloud wordmark.

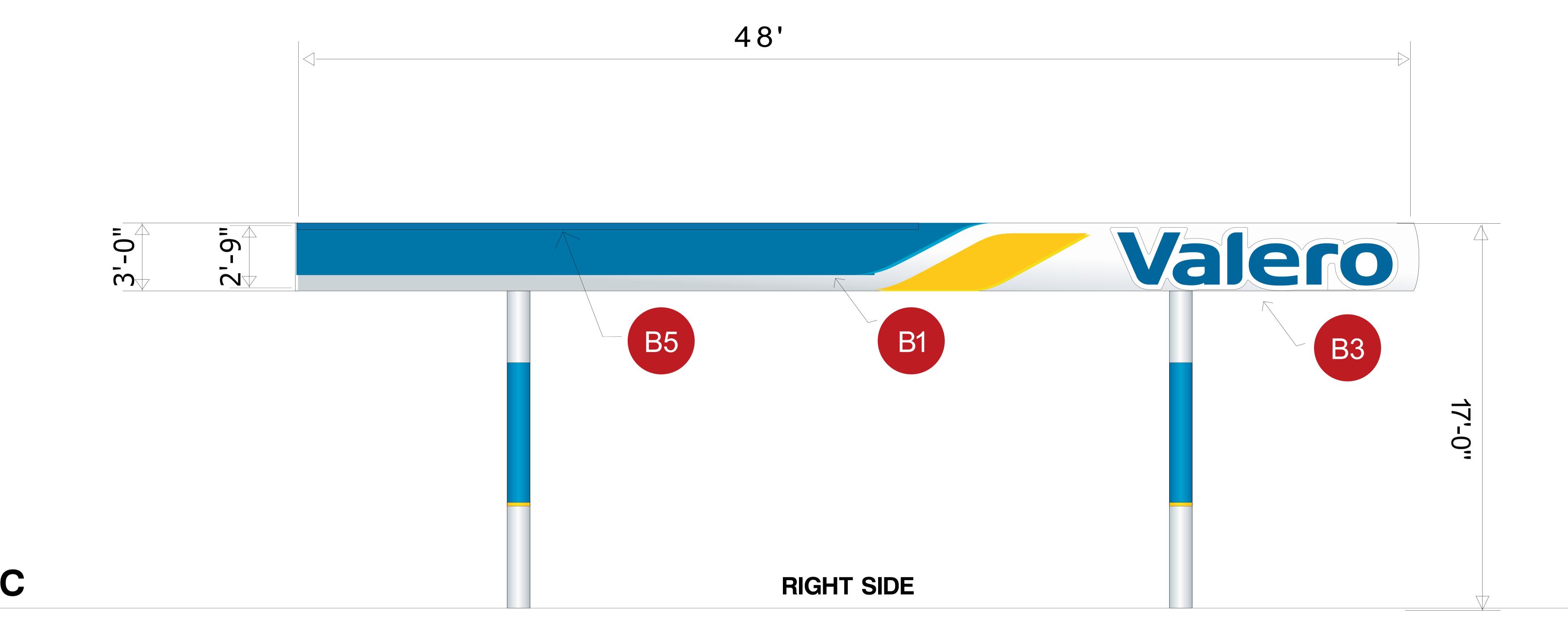
B4 (1) internally illuminated Valero canopy ovals.

B5 LED downlight bars



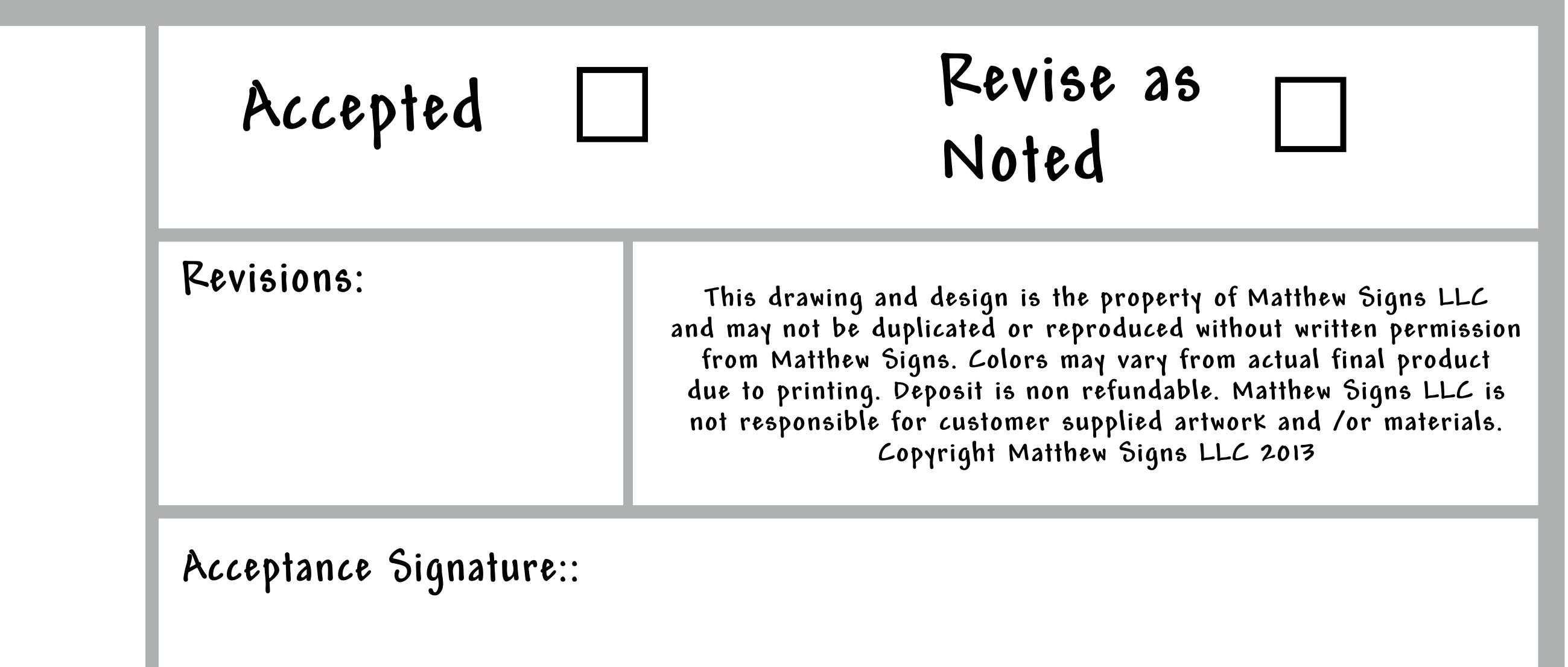






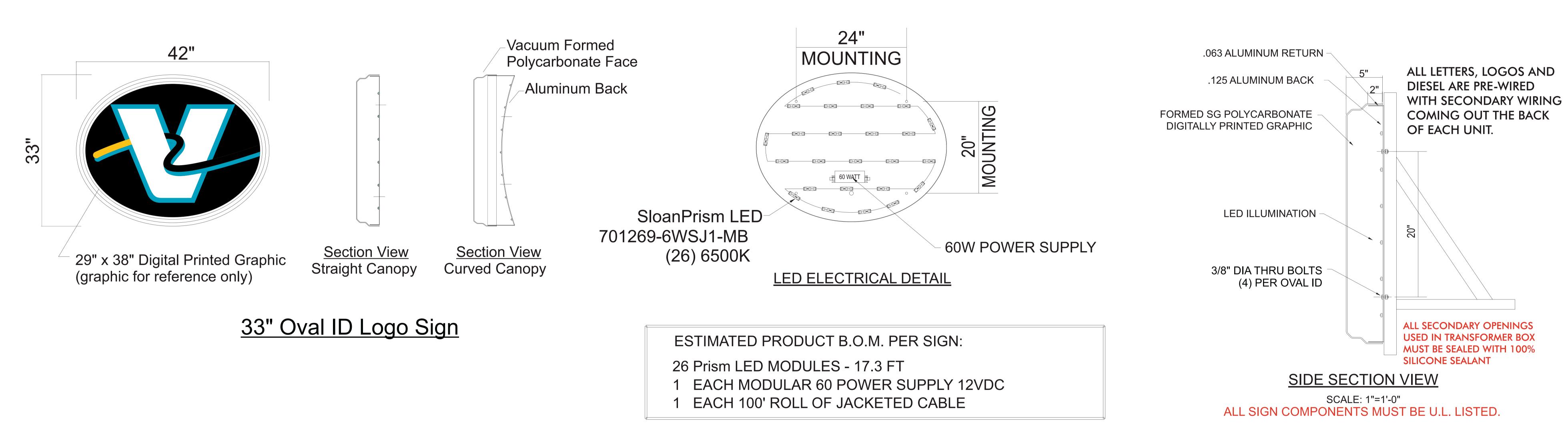


Customer: White Arrow
Location: 3333 East River Road Rochester NY

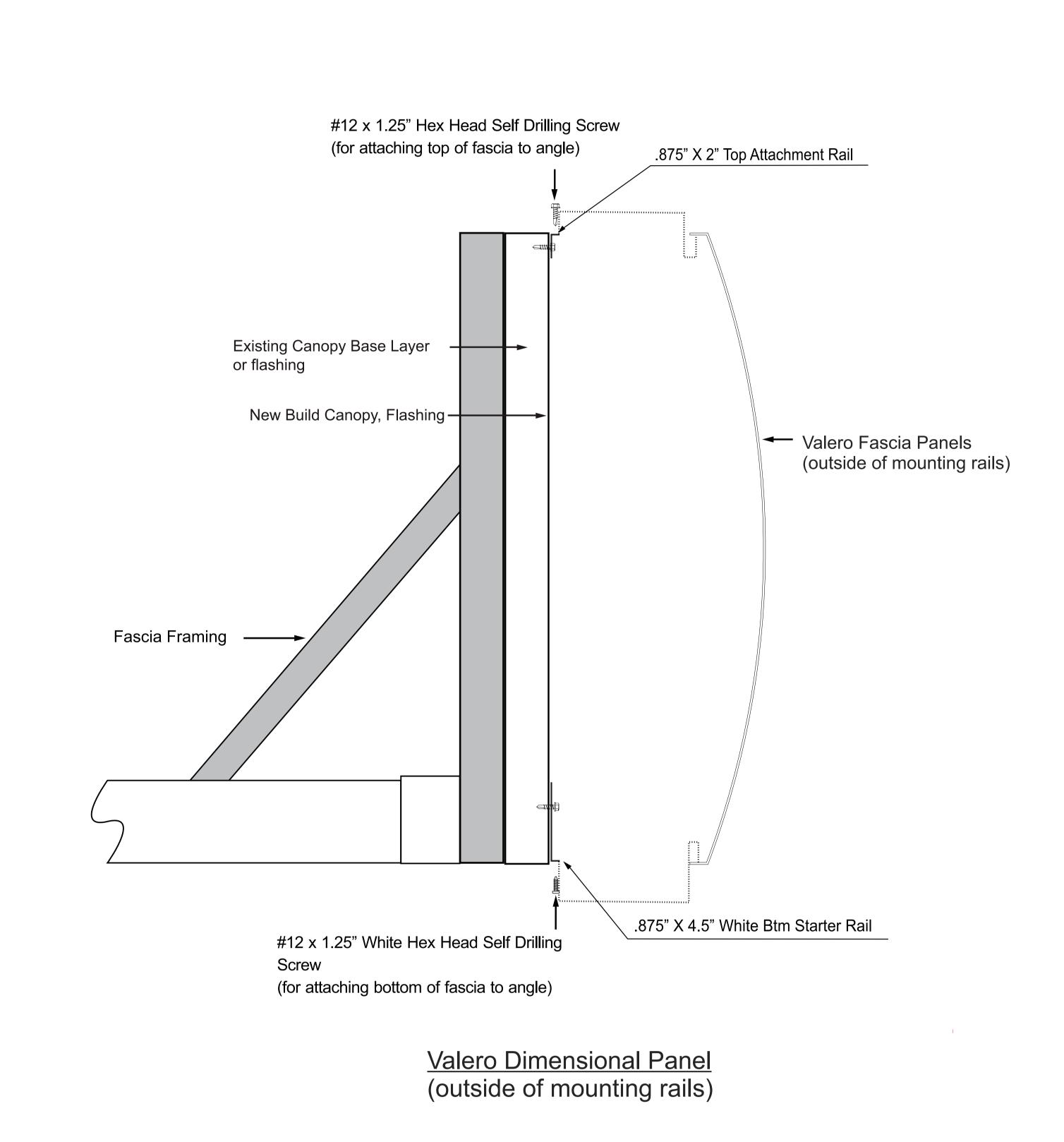


Scale: NTS

B 1	Radius ACM canopy on front, left and right views.
B2	Flat ACM canopy on rear view.
B3	(1) internally illuminated Valero canopy cloud wordmark.
B4	(1) internally illuminated Valero canopy ovals.
B5	(3) LED light bars applied to front, right and left views

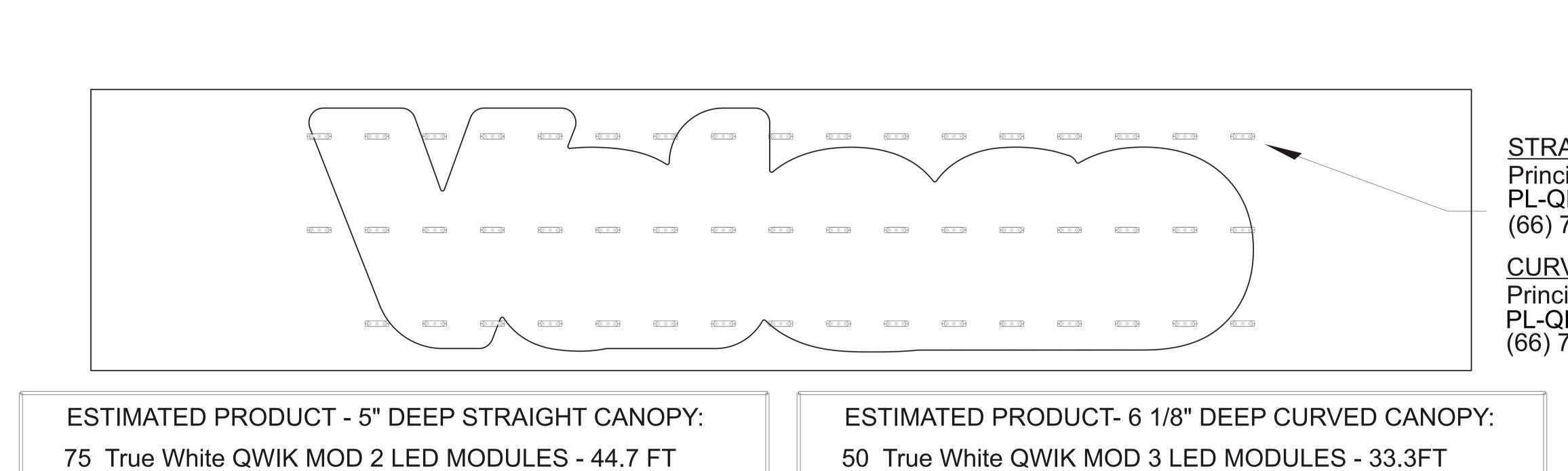


33' Valero Oval



Radius ACM Panel





1 EACH MODULAR 60 POWER SUPPLY 12VDC (1.1 AMPS)

1 EACH 100' ROLL OF JACKETED CABLE

STRAIGHT CANOPY:
Principal QUIK MOD 2 LED
PL-QM2-TW150-P (M-QMDX0-71)
(66) 7100K - SPACE ROWS @ 10" O.C.

CURVED CANOPY:
Principal QUIK MOD 3 LED
PL-QM3-TW200-P (M-QMTX0-71)
(66) 7100K - SPACE ROWS @ 12" O.C.

33' Valero Wordmark

Led Light Bar

SCREW TO SECURE ACM

——— GALV. ACM MOUNTING ANGLE

PRIOR TO INSTALLING EYEBROW

BUSHING THROUGH CENTER OF SECTION, SEAL WITH SILICONE



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1 EACH MODULAR 60 POWER SUPPLY 12VDC (1.1 AMPS)

1 EACH 100' ROLL OF JACKETED CABLE

Revise as Noted

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Acceptance Signature::

- (4) Wayne Ovation Pumps
- (4) New Pump Valences
- (4) Set of Dispenser Decals
- (8) Lane ID Signs
- (4) Trash Car

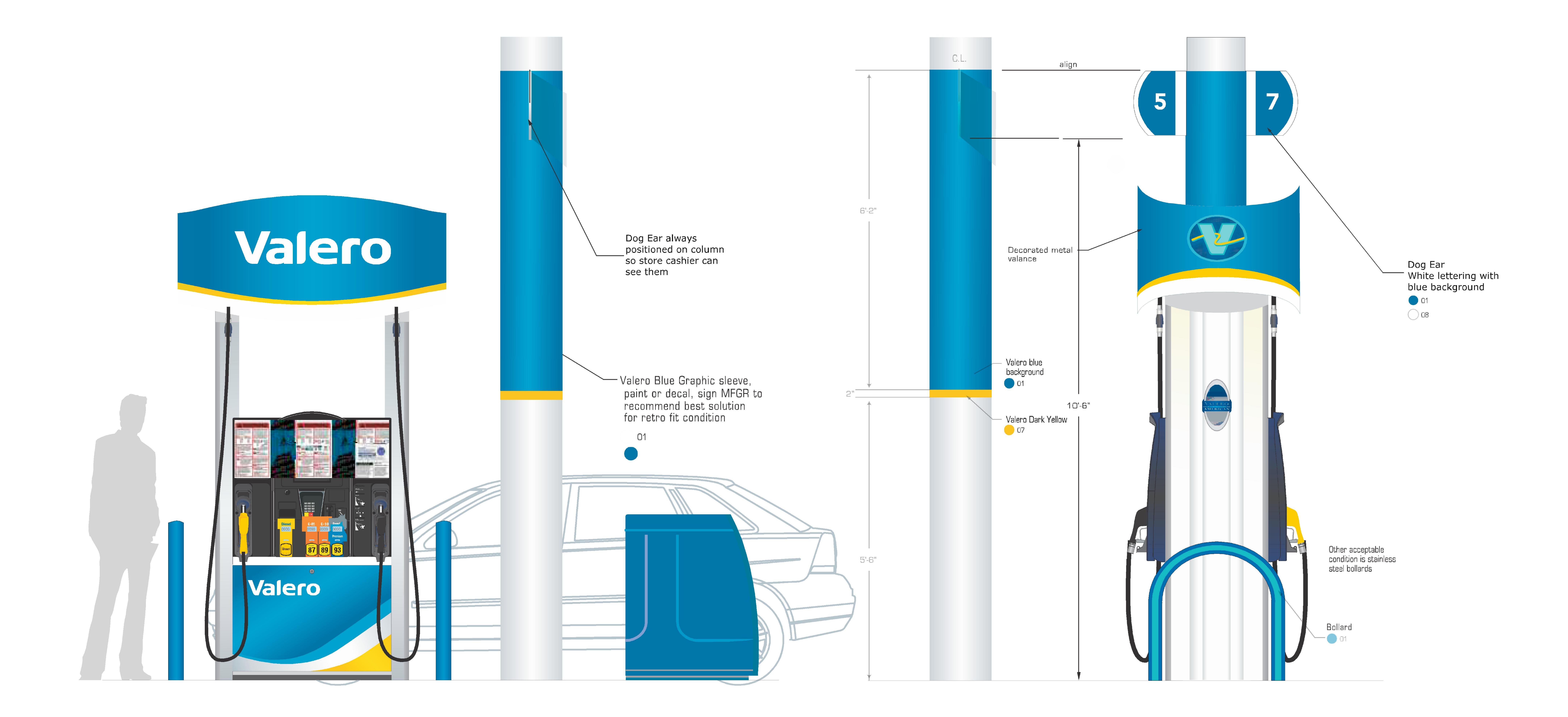
Scope of Work:

Install Valero standard valences to 4 pumps under canopy

Install pump flags as required

Install trash cans as required

Apply all pump decals and PID's as required by Valero, Local, State and Fire Authorities




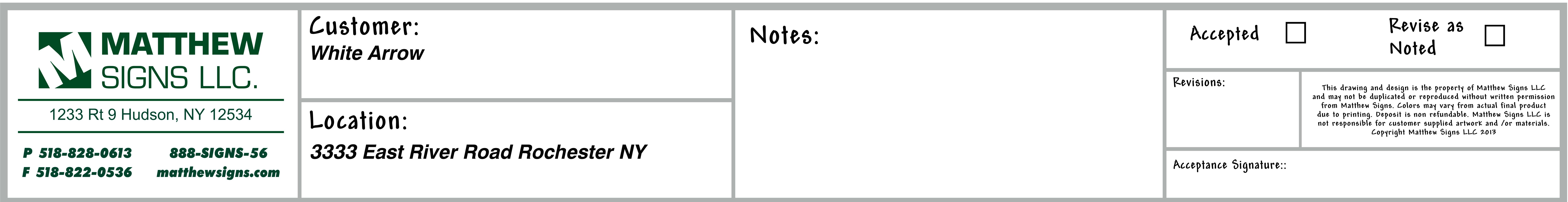


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Location: 3333 East River Road Rochester NY

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	Acceptance Signature::	







DISTRIBUTOR/STORE INSTRUCTIONS continued

Items to be installed by the image installer

These items will be delivered to the image installer, who has been instructed to place them on branded dispensers during store imaging as indicated below.

These are general guidelines. Because there are many dispenser types available, the installer may not be able to position items exactly as indicated, installers should attempt to position items as close to these guidelines as possible. When in doubt, they will consult the Valero project manager.



PUMP TOPPER FRAMES . 20" X 12"

These are a separate item on the MTO, ordered by number of pumps. One frame per dispenser, placed on top of the dispenser cabinet, in the center.

ORDERED & SHIPPED SEPARATELY • 1 frame on top of branded pumps

'VALERO COMING SOON' PUMP TOPPER INSERTS

Two one-sided Valero pump topper signs—back-to-back—placed in each pump topper frame. This item will not be included for Shamrock and Beacon installs. 2 Inserts in each frame

ITA/APPLICATION HOLDER FOR THE PUMP

Attached to the top of each dispenser against the inside of one of the risers on each side of the pump. Filled with Valero Credit Card ITAs.

1 holder on each side of branded pumps • On Wayne Ovation pumps, attach to the front side of the riser

AVS/CREDIT CARDS ACCEPTED/DEBIT HOLD DECALS

Placed on each side of dispenser, as close to the CRIND as possible. I decal
on each side of branded pumps

TOP TIERTH DECALS

Placed on each side of dispenser, as close to the credit payment area as possible. Alternate placement if there is not enough room near the payment area, an open spot near a gasoline nozzle holder is acceptable.

1 on each side of branded gas pumps



VALERO CREDIT CARD INVITATION
TO APPLY (ITA)

Placed in the acrylic holders on the dispensers.

Version may differ periodically. Divided evenly among the ITA/Application Holders



F2

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SIGNS LLC.	

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Location:

3333 East River Road Rochester NY

Notes:

Revisions:

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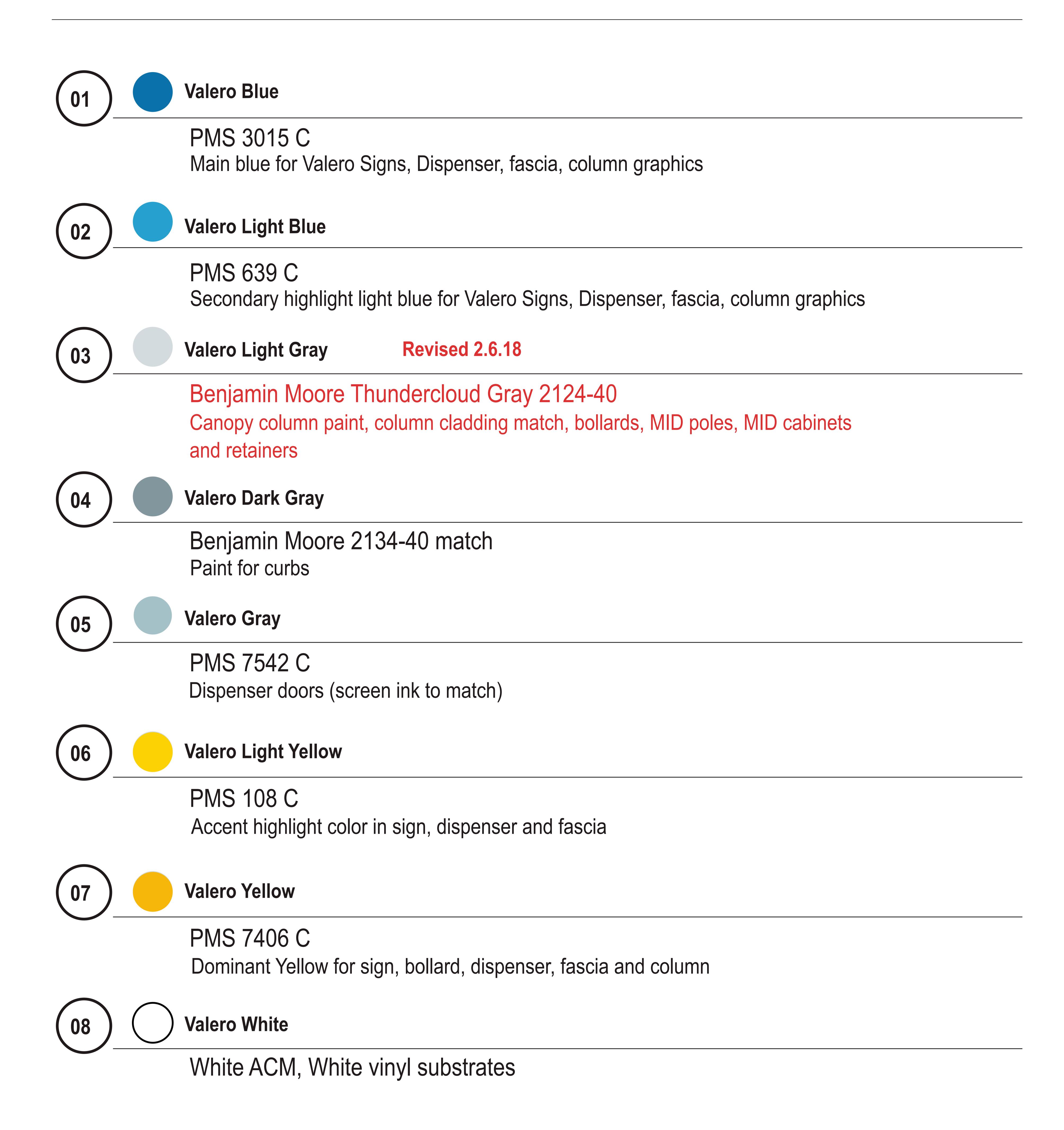
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Noted

Revise as

Acceptance Signature::

Valero:



MATTHEW	Customer: White Arrow	Notes:	Accepted	Revise as Noted
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VALERO 3333 East River Road Rochester, NY



Customer:

White Arrow
Carl Hassleback
716-435-4767
carl@jimstruckplaza.com

Property Owner:

White Arrow
Carl Hassleback
716-435-4767
carl@jimstruckplaza.com

Installer:

Matthew Signs
Matt Kusewich
518-828-0613
matt@matthewsigns.com

Permitting:

Matthew Signs
Sarah Hamm
518-828-0613
sarah@matthewsigns.com