

Mark Oil Company owns 20 BP branded convenience store sites in the greater Charlotte area. Four of the retail stores in Mark Oil's network of properties are owned and operated by Chad Earp of Mint Hill. Earp's is one of the oldest retail establishments still operating in Mint Hill.

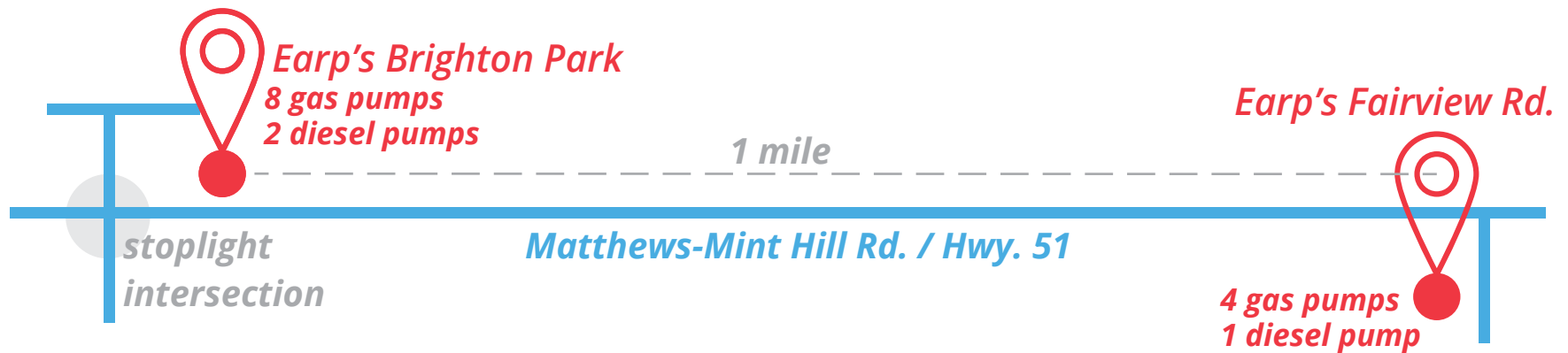
Earp's celebrates its 70th year in business this year.



**CELEBRATING
70 YEARS**



The Brighton Park Store location (10 gas pumps) sells less than double the volume of fuel as the Fairview Road location (5 gas pumps), one mile away. Since that location has twice as many pumps, the volume of fuel sold there should be at least double the amount.



Since 2006, Earp's / Mark Oil Co. anticipated this location to sell double the volume of fuel as the original Earp's location 1 mile away. This location meets the criteria for maximum visibility/sales, with positioning in close proximity/beside the following:

- Harris Teeter store - high density residential development - a major commuter route

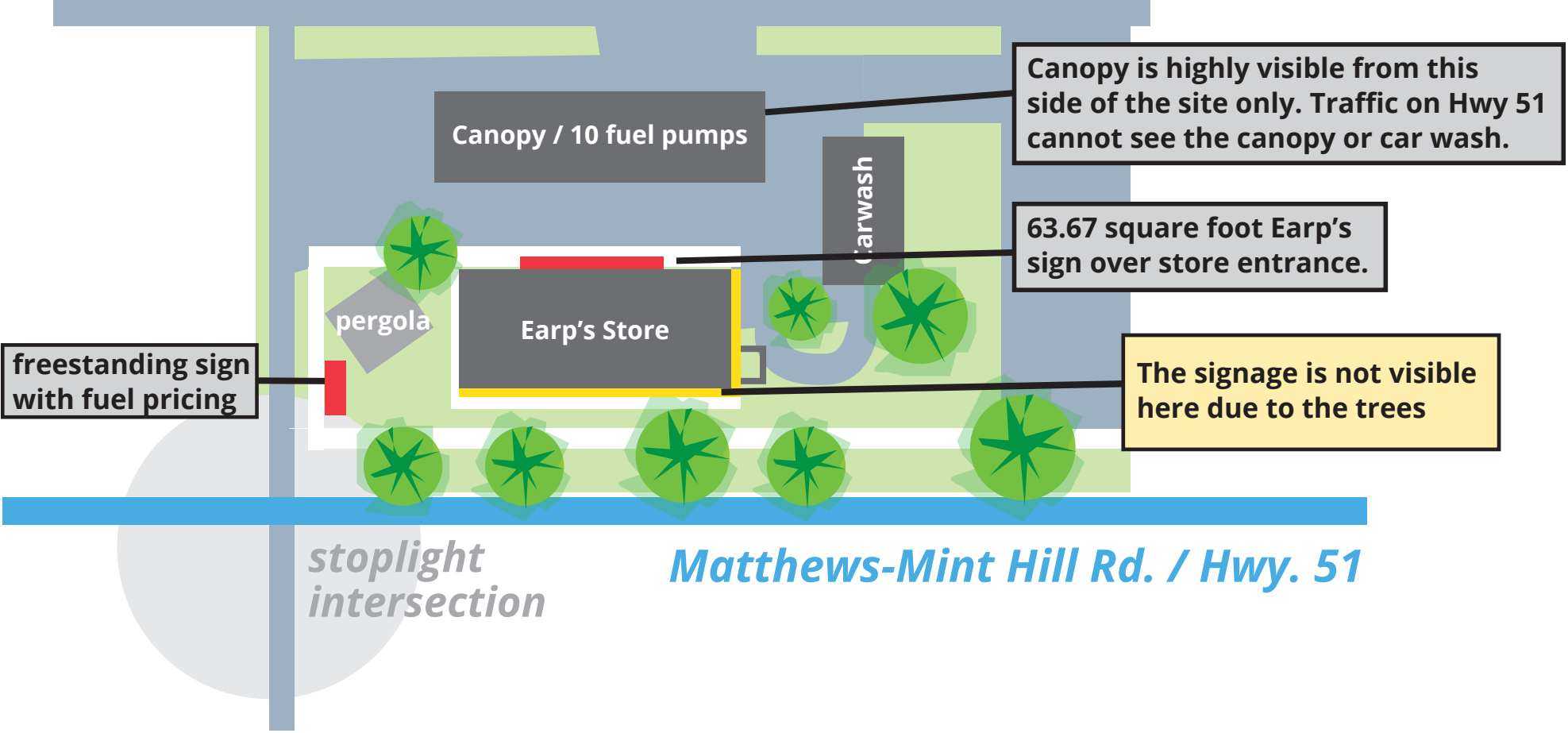


**MARK OIL
COMPANY**



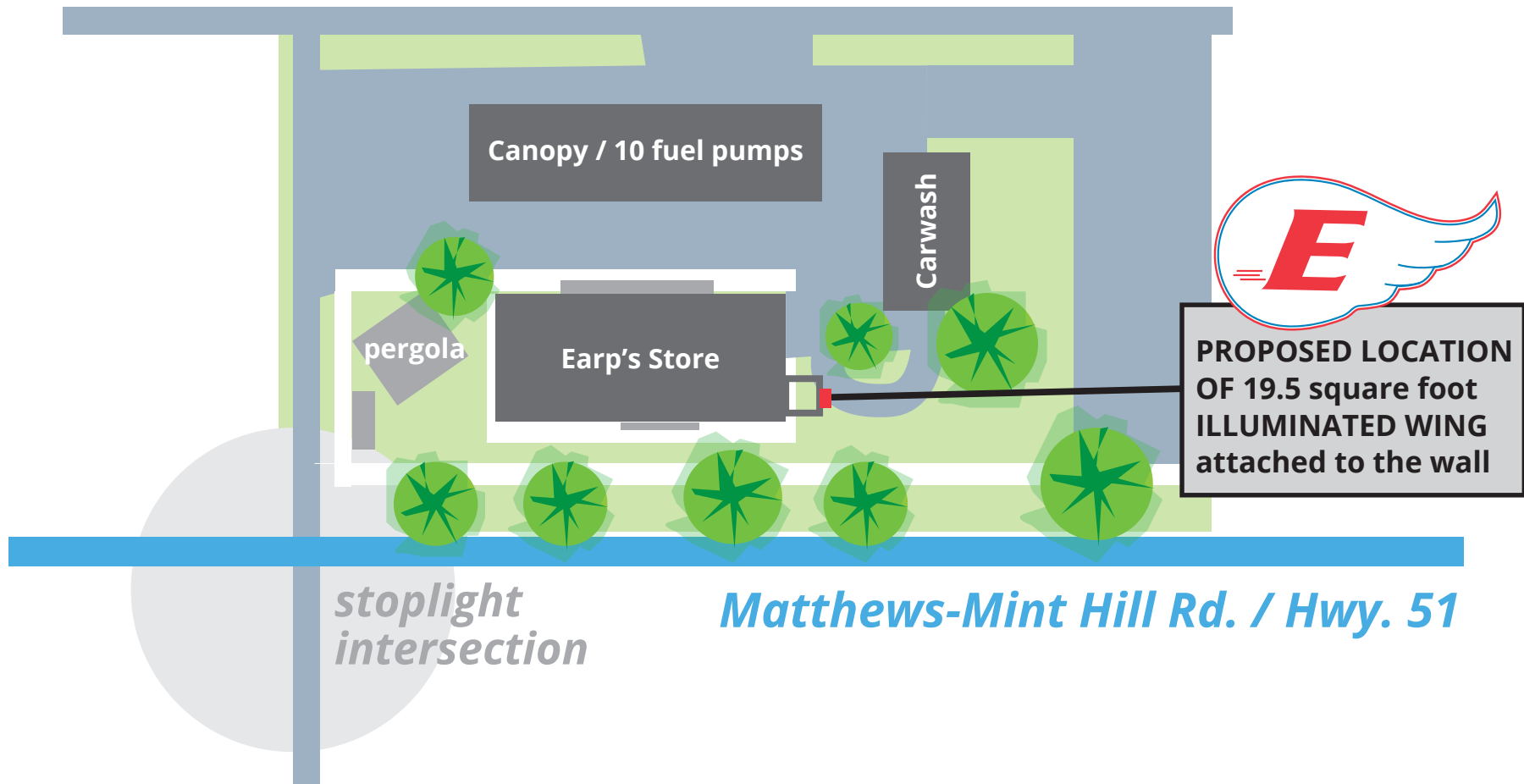
EARP'S
Est. 1952

This location is missing a portion of fuel sales and store foot traffic due to visibility and difficulty identifying the building. It is only identifiable and visible on two sides of the building.



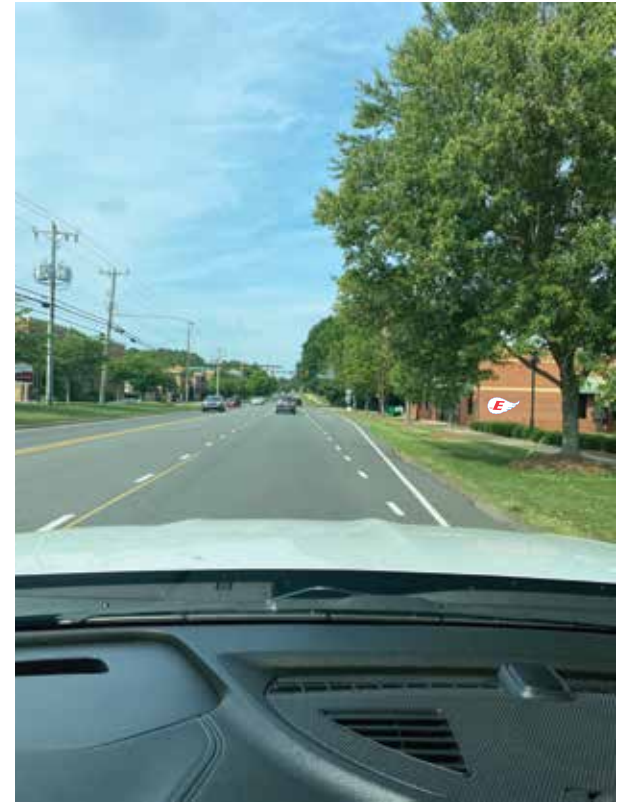
There is no identifiable brand visible to southbound traffic on Hwy 51.

Earp's / Mark Oil Company requests permission to add a 19.5 square foot wing shaped sign facing North (visible to southbound traffic).



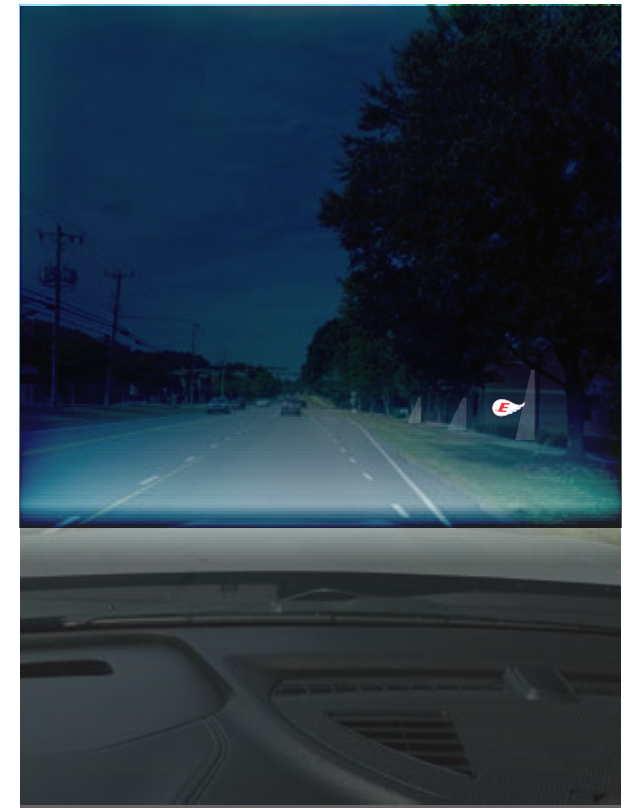
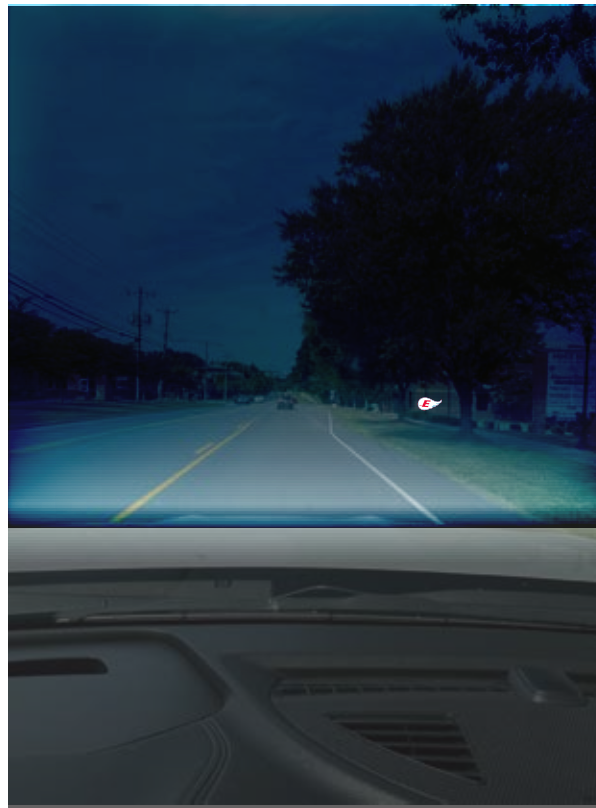
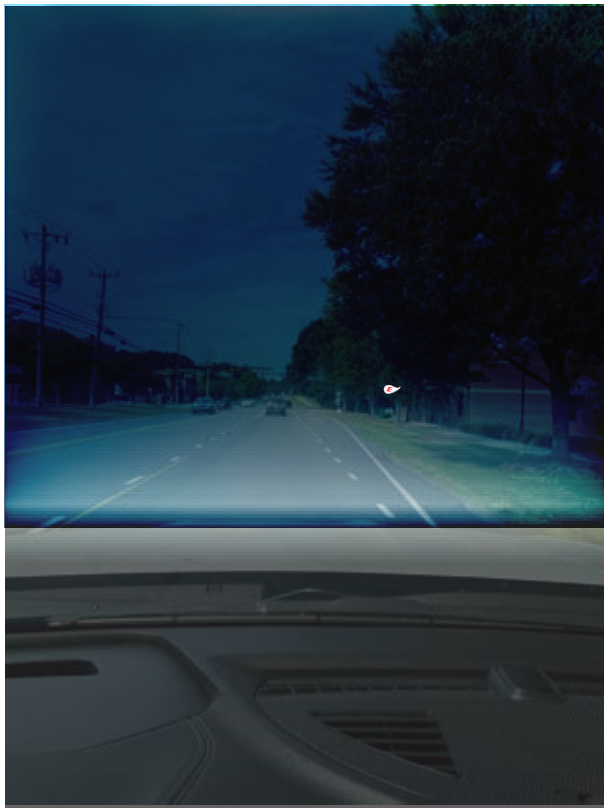
The 'wing' sign would be seen by traffic headed south on Hwy. 51 identifying the building as an Earp's store.

Earp's requests permission to add a 19.5 square foot wing shaped sign facing North (*visible to southbound traffic*).



The 'wing' sign would be seen by traffic headed south on Hwy. 51 identifying the building at an Earp's location.

Simulation approaching at night:



The 'wing' sign would be seen by traffic headed south on Hwy. 51 identifying the building as an Earp's store.

OUR GOALS:

Ensure Safe and Easy Access to our Site

Identifying our building is essential for drivers to safely approach and prepare to enter our site.

High Visibility and Brand Recognition

The Earp's 'wing' symbol has become an identifiable brand emblem. Displaying this logo will allow customers to quickly identify our building as an Earp's location.

Enhance the Appearance of the Store

Installing an illuminated graphic to the North side of the building will add visual interest and character to a solid brick wall and facade. The South side is anchored by an architectural pergola and sign. The West side facing the canopy has a glass storefront and large sign. The East side facing highway 51 consists of a false storefront and minimal signage hidden by tall trees.



**CELEBRATING
70 YEARS**

*Earp's and Mark Oil Co.
are dedicated to adapting
and responding to the
needs of our customers,
over time.*

*We strive to serve Mint Hill
for another seventy years,
and beyond!*



**MARK OIL
COMPANY**



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