



Electrical & Architectural Signage • Awnings • Fascia • Canopies  
Neon • Outdoor Lighting • Flagpoles • Crane Service

STATEWIDE FROM PRESCOTT VALLEY

June 28, 2018 (revised)

City of Mesa  
55 North Center Street  
Mesa, AZ 85201

RE: Pre-Application Narrative  
PMT18-06057  
Chevron - 1158 West University, Mesa, AZ 85201

The owner of this existing Shell Service Station, Maui Majed, has signed an agreement with Chevron to convert this station to the Chevron 20/20 image. As such, Chevron has certain corporate imaging standards that must be met as part of the licensing agreement. These corporate imaging standards are show on drawing 2831 Revision 2 and as follows:

- Remove Shell image from Chevron canopy.
- Install CHEVRON blue ACM on ingress and egress sides of canopy.
- Install CHEVRON white dimensional ACM on SW side canopy & flat white ACM on NE side canopy.
- Install LED Downlitter Hood on ingress and egress sides of canopy
- Install LED Accent Band on SW side canopy and vinyl accent on NE side canopy.
- Install one (1) 25" LED illuminated Hallmark on SW side (north end) of canopy.
- Install two (2) 24" LED illuminated WordMarks on ingress & egress sides (south ends) of canopy. Note: Total square footage of canopy signage = 48.54 SF

**3) FUEL ISLANDS/ DISPENSERS/CANOPY COLUMN/ DECK**

- Install four (4) new Chevron imaged fuel dispensers (under separate permit and contractor).
- Install four (4) combo trash valets.
- Install two (2) 3 x 3 POS between columns.
- Install eight (8) dispenser I.D. flags (on columns) and four (4) gray pump toppers on dispensers.

**4) PRIMARY I.D./ PRICE SIGN**

- Reface two (2) existing cabinets with Chevron Hallmark and Price sign per design.
- Paint sign structure and base (including surrounds) to Chevron specifications.

**5) PAINT**

- Paint C-Store, perimeter walls, and monument bases to Chevron color specifications (as shown on drawings).
- Paint sixteen (16) bollards Chevron white and install reflective bollard striping tape.
- Paint canopy columns Chevron silver.2) **CANOPY FASCIA**

The location does not have any special conditions or topography in relationship to the street frontage. Nor does it have any unique characteristics that will be added or modified. This is strictly a re-branding of existing structures with new colors, accent banding, logos and lettering on canopy. The improvements will enhance the corner locations as well as provide a fresh look. At this time the convenience store does not include signage. The signage for the canopy will be on the Northwest, Southwest and Southeast locations.

Thank you for your consideration,

Dale R. Johnson  
President

**(928) 772-4070 • Fax (928) 772-7327 • 9200 Valley Rd., Prescott Valley, AZ 86314**  
**ROC #109394 • Bonded • Insured**