



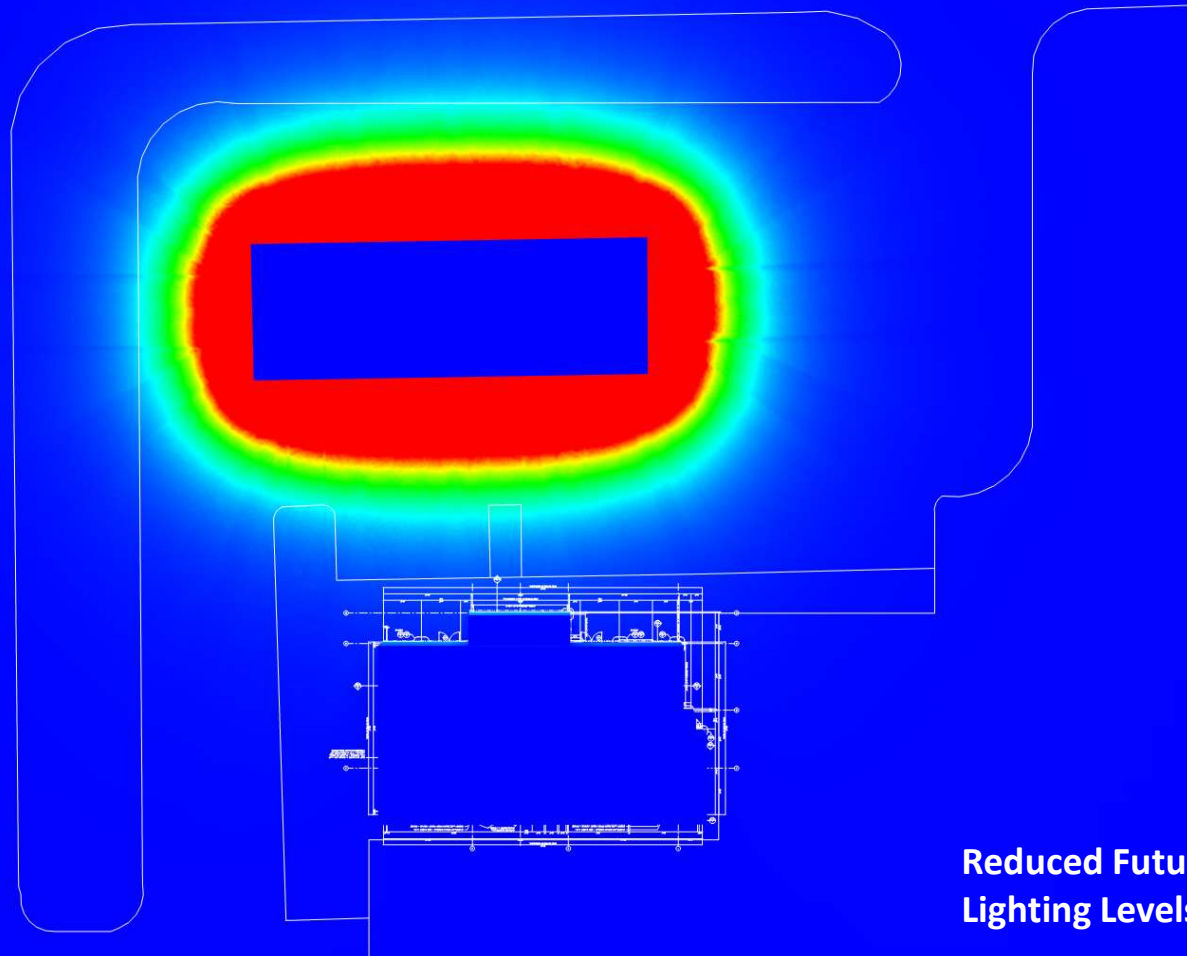
Retail Fuel Stations Designing Safety & Security to Drive Profits

Brian Daley
Dale Lovejoy

Retail Fuel Enhancement #1 – Forward Throw



Existing LED System - "End of Life"

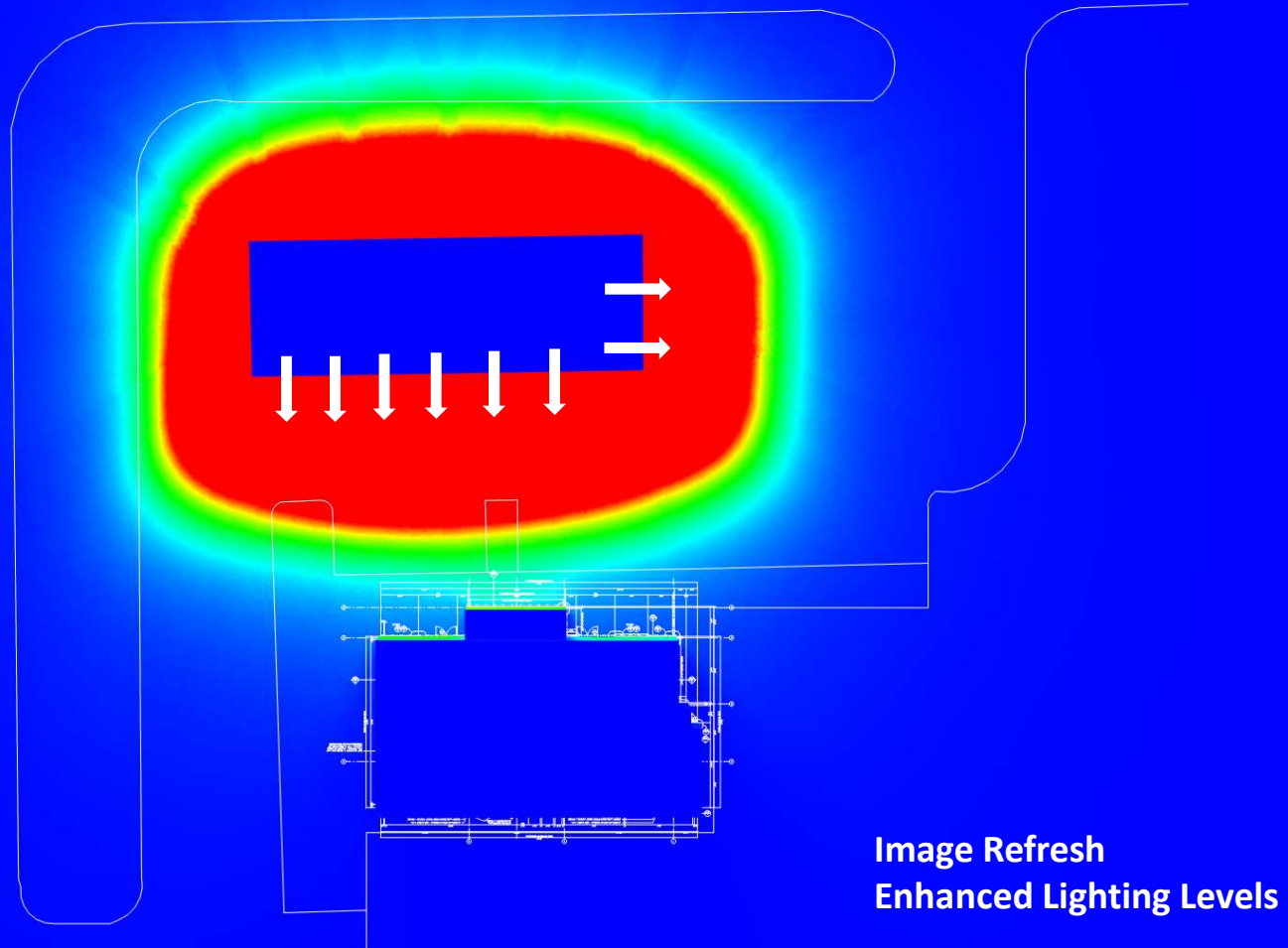


Reduced Future State
Lighting Levels

Retail Fuel Enhancement #1 – Forward Throw



LSI Symmetric & Combination Forward Throw Retrofit



Retail Fuel Enhancement #1 – Forward Throw



LSI Forward Throw Retrofit

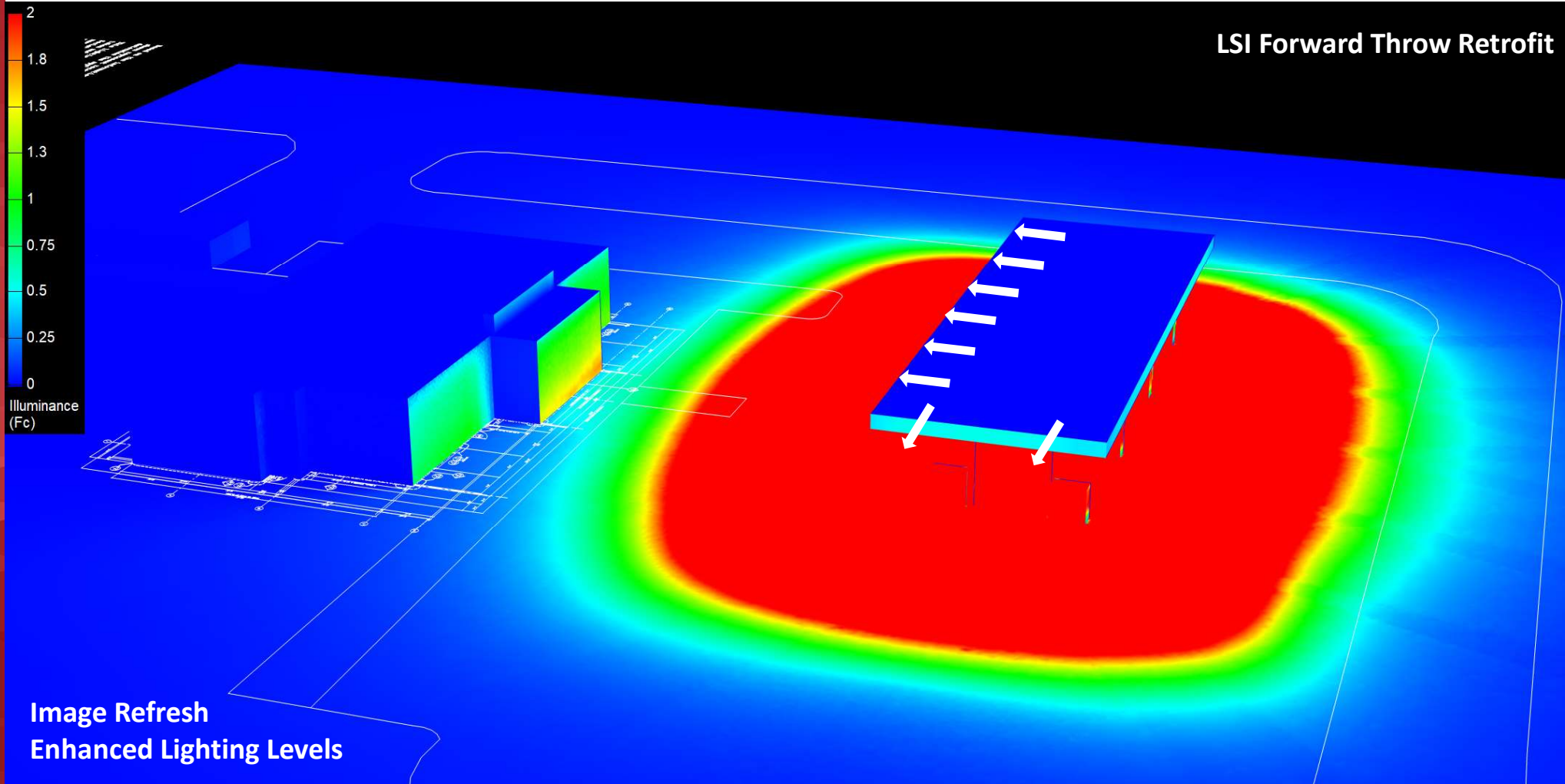


Image Refresh
Enhanced Lighting Levels

Retail Fuel Enhancement #2 – Building Archer



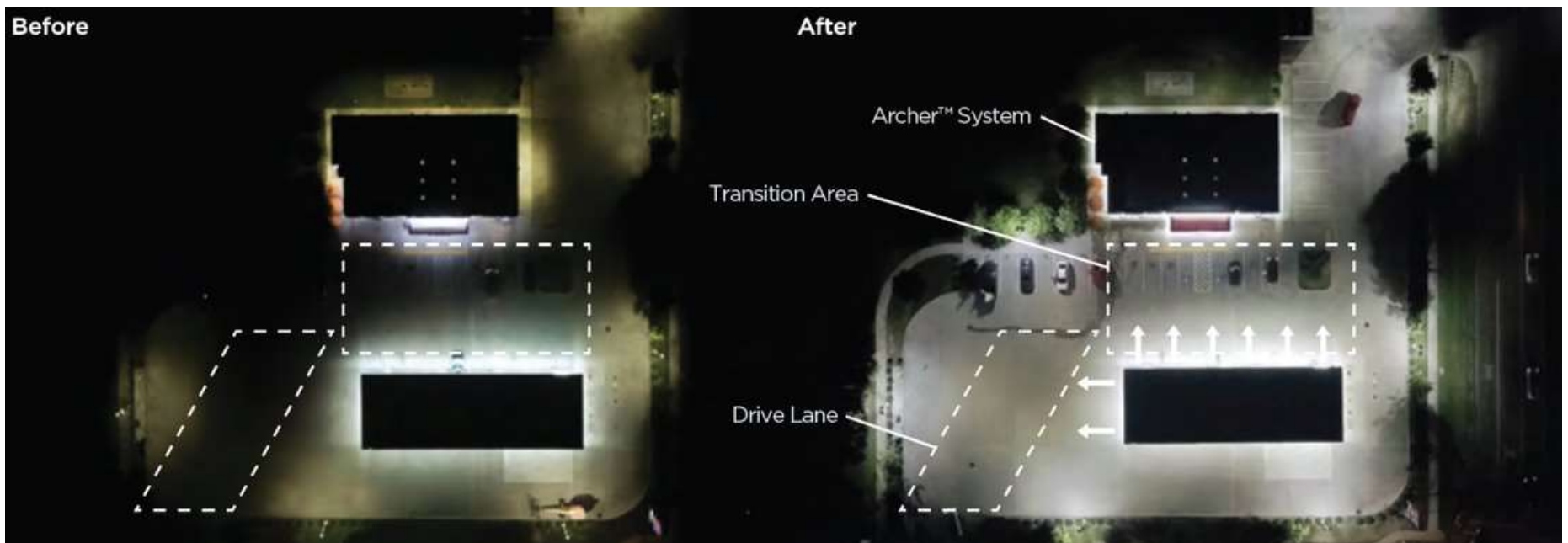
Retail Fuel Enhancement #2 – Building Archer



Design Enhancements to Existing Conditions



Forward Throw & Archer™



Design Enhancements to Existing Conditions



Forward Throw & Archer™



Design Enhancements to Existing Conditions



Forward Throw & Archer™



LSI's Archer and Forward-Throw solutions address standard lighting design conditions:

- Dark Buildings (Lost Architectural)
- Dark Customer Pathways
 - Sidewalks
 - Drive Lanes
 - Transition Areas (Fueling Canopies to Store)
 - Parking
- Perceptions of Safety
- Nighttime conveyance of Brand Value
- Light Pollution from traditional lighting strategies (i.e. floodlights and well lights)

Design Enhancements to Existing Conditions



Forward Throw & Archer™



Design Enhancements to Existing Conditions



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Design Enhancements to Existing Conditions



Forward Throw & Archer™



Design Enhancements to Existing Conditions



Forward Throw & Archer™



Before



After



Before



After



LSI Archer & Forward-Throw Forecourt & Backcourt Solutions



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Industry Reports - Data



- > Most in-store trips occur between 10 am and 6 pm.
- > Fuel trips align closely with high footfall dayparts (occurring later in the day).

	12AM	1AM	2AM	3AM	4AM	5AM	6AM	7AM	8AM	9AM	10AM	11AM	12PM	1PM	2PM	3PM	4PM	5 PM	6PM	7PM	8PM	9PM	10PM	11PM
SUN	0.23	0.16	0.11	0.07	0.05	0.07	0.11	0.19	0.31	0.48	0.66	0.81	0.98	1.00	0.99	0.97	0.95	0.92	0.84	0.74	0.62	0.48	0.34	0.22
MON	0.14	0.09	0.06	0.06	0.07	0.15	0.30	0.52	0.60	0.63	0.71	0.85	0.97	0.95	1.00	1.09	1.14	1.15	0.94	0.75	0.61	0.46	0.32	0.21
TUE	0.13	0.08	0.06	0.06	0.07	0.15	0.31	0.55	0.62	0.63	0.70	0.83	0.95	0.92	0.97	1.08	1.15	1.19	0.97	0.78	0.64	0.49	0.34	0.22
WED	0.14	0.09	0.07	0.06	0.08	0.16	0.32	0.57	0.64	0.65	0.72	0.86	0.98	0.96	1.01	1.11	1.18	1.22	1.01	0.81	0.67	0.51	0.35	0.23
THU	0.14	0.09	0.07	0.06	0.08	0.16	0.32	0.56	0.63	0.66	0.74	0.87	1.00	0.97	1.02	1.13	1.20	1.24	1.03	0.84	0.69	0.53	0.38	0.25
FRI	0.16	0.10	0.08	0.07	0.08	0.15	0.31	0.55	0.64	0.69	0.80	0.96	1.10	1.10	1.17	1.27	1.32	1.33	1.17	0.96	0.81	0.66	0.50	0.35
SAT	0.23	0.15	0.11	0.07	0.06	0.09	0.16	0.29	0.45	0.65	0.85	1.01	1.10	1.12	1.11	1.10	1.07	1.04	0.97	0.86	0.74	0.62	0.49	0.36

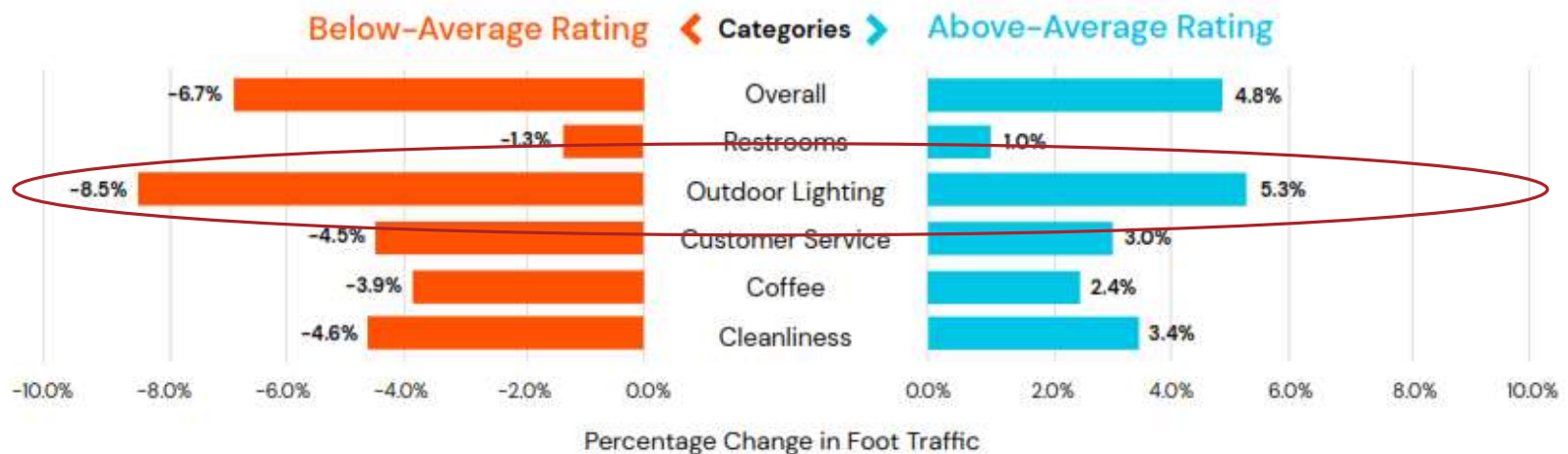
Source: GasBuddy Tracking Convenience Report: March 2023, From the Pump to the C-Store

Industry Reports - Data



Physical site experience heavily influences how visitors perceive both your forecourt and in-store environment. When analyzing six categories rated by consumers on the GasBuddy app, it's clear how above- or below-average ratings affected footfall.

Consider the difference in a positive versus lower rating: An above-average rating in outdoor lighting led to a 5.3% increase in foot traffic, while a below-average rating in the same category caused a proportionately higher (8.5%) decrease in foot traffic.



*** Outdoor Lighting has largest impact on In-Store Foot Traffic**

Enhanced Retail Fuel Design



LSI's Archer and Forward-Throw solutions addresses current site conditions :

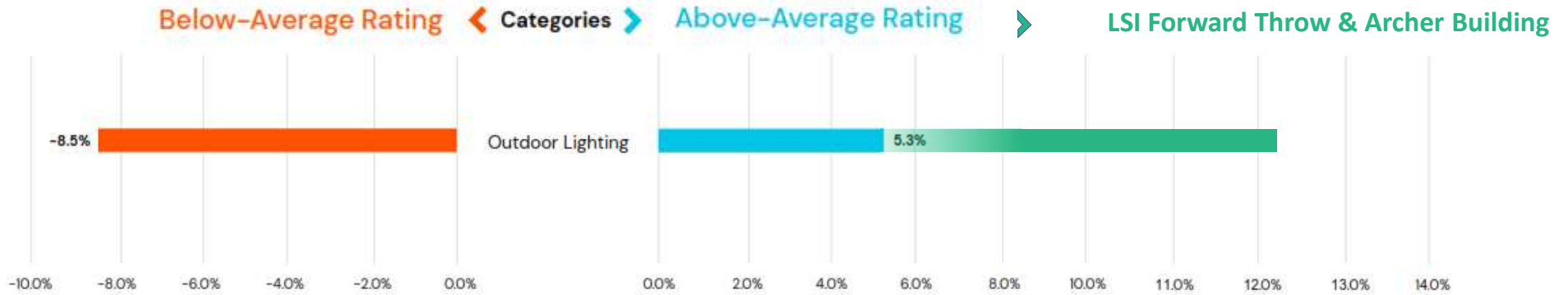
- Dark Buildings
- Dark Sidewalks
- Lost Architectural features at night
- Dark Transition Area between Fueling and Storefront
- Dark Storefront Parking
- Perceptions of Un-Safe Site at Dark

“Improve the overall appearance of your site”

Opportunity

Improve the overall appearance of your site and ensure that your staff are incentivized to keep it clean. Utilize [GasBuddy Reputation Management](#) to help you monitor customer reviews on the GasBuddy app so you can maintain your reputation by quickly addressing any issues.

Enhanced Retail Fuel Design

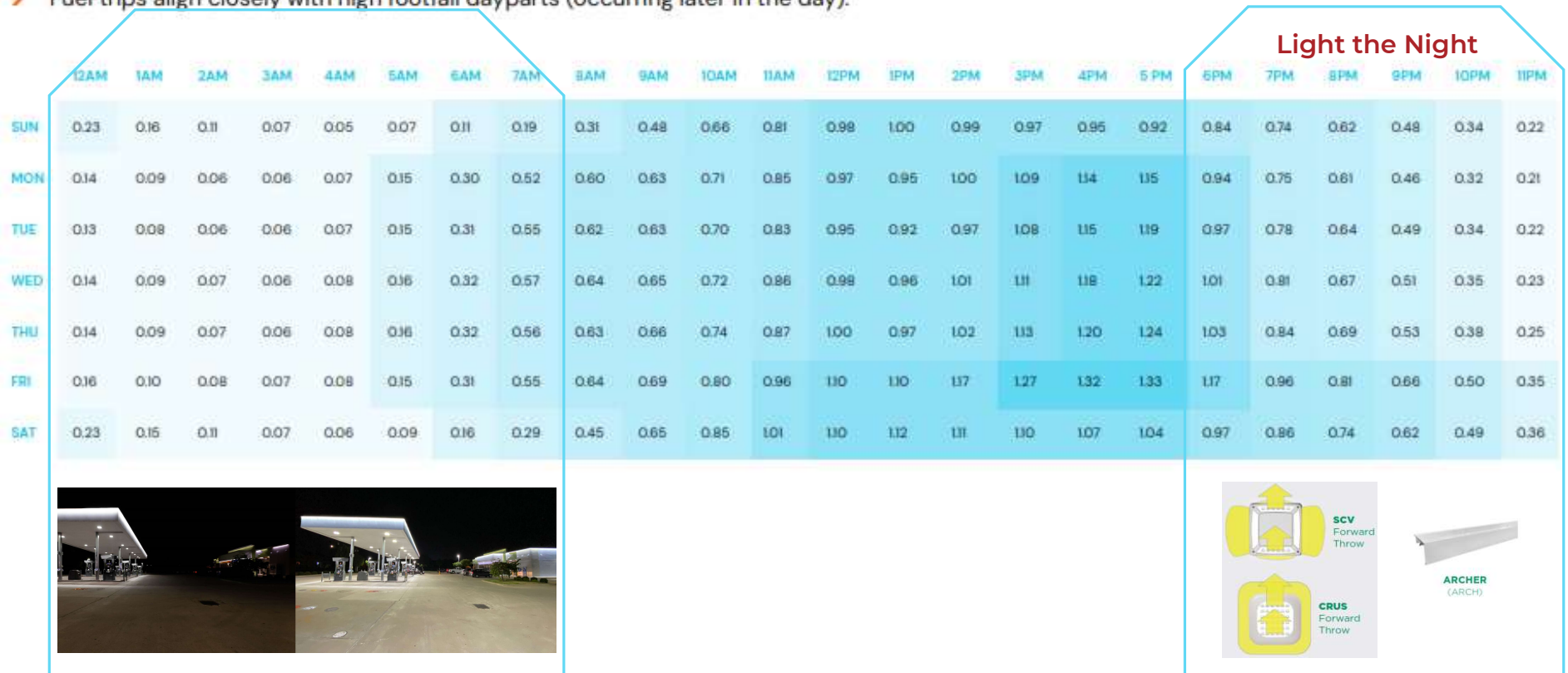


Source: GasBuddy Tracking Convenience Report: March 2023, From the Pump to the C-Store

Enhanced Retail Fuel Design



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Enhanced Retail Fuel Design



Safety & Employee Retention



ENSURE CUSTOMER SAFETY

Well-lit parking lots can prevent accidents and increase customer safety by reducing the risk of falls, trips, and other mishaps. Additionally, customers feel more secure when they can easily see their surroundings and are less likely to encounter potential threats.

IMPROVE VISIBILITY

Exterior lighting at convenience stores helps increase visibility for customers, employees, and passersby, allowing them to see clearly and avoid potential hazards. This can be particularly important during the evening hours when it's harder to see without adequate lighting.

“Homeless camp has moved further away”
“Store employees feel safer at night”



ENHANCE SECURITY MEASURES

When combined with other security measures such as surveillance cameras, alarm systems, and security guards, exterior lighting can further enhance the security measures in place. Proper lighting can help security personnel better monitor the area and respond more effectively to any incidents.

INCREASE CUSTOMER TRAFFIC

By ensuring a well-lit and secure environment, convenience stores can attract more customers, particularly during evening hours. Customers are more likely to visit a store that they perceive as safe and secure, and exterior lighting plays an important role in creating this perception.

Enhanced Retail Fuel Design



Avoid Nighttime Dirty

“PAINT THE BUILDING
WITH LIGHT”

“Increased traffic at night”
“Loitering has been greatly reduced”

Only LSI Forward Throw & Archer
have proven it can



+
“IMPORTANCE OF THE
TRANSITION AREA”



+
“YOU CAN'T UNSEE IT”

Between 6pm and Midnight