



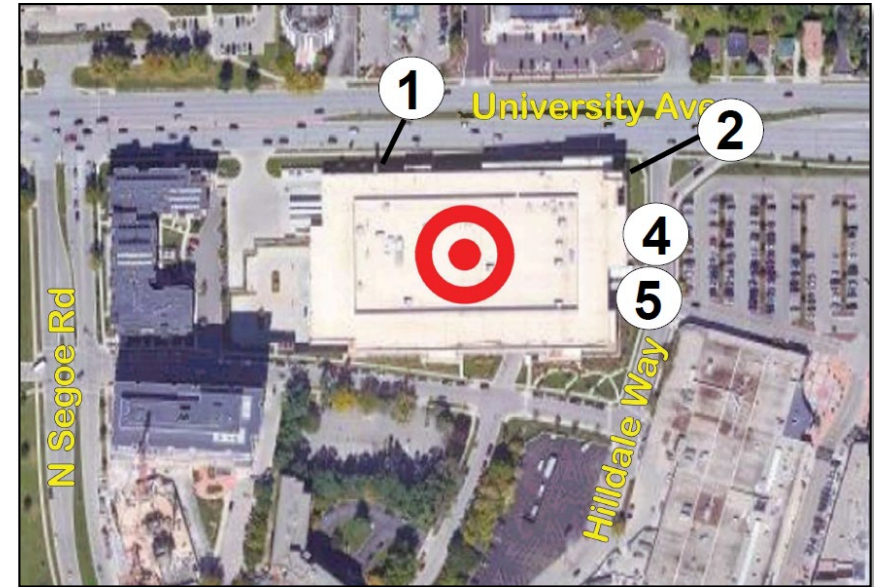
Comprehensive Design Review

Target (T-2765) Refresh
750 Hildale Way
Madison, WI 53705

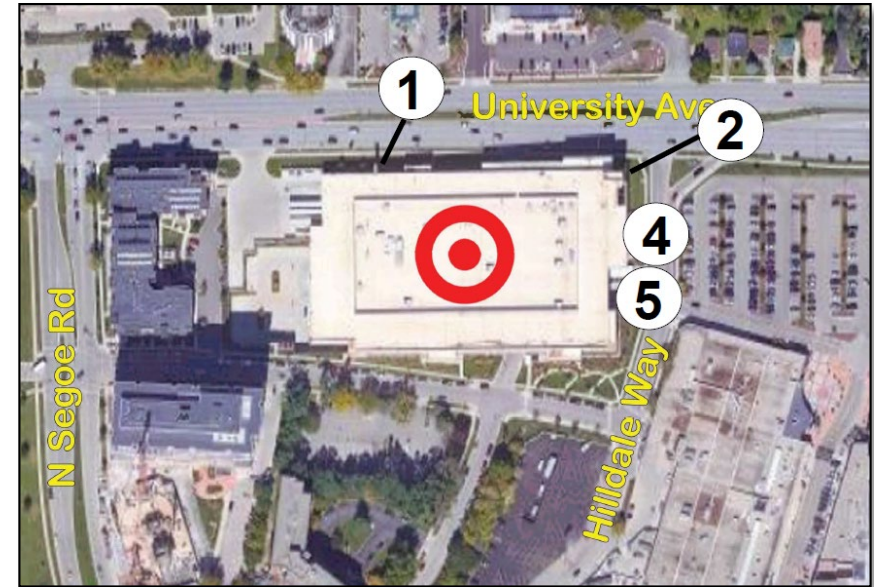
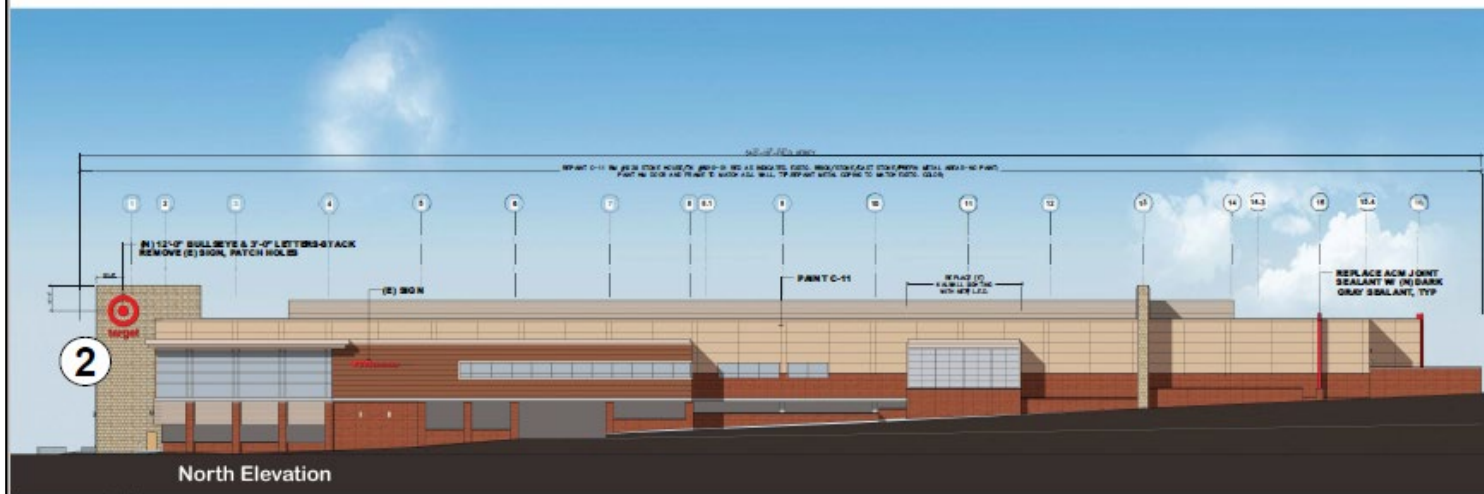
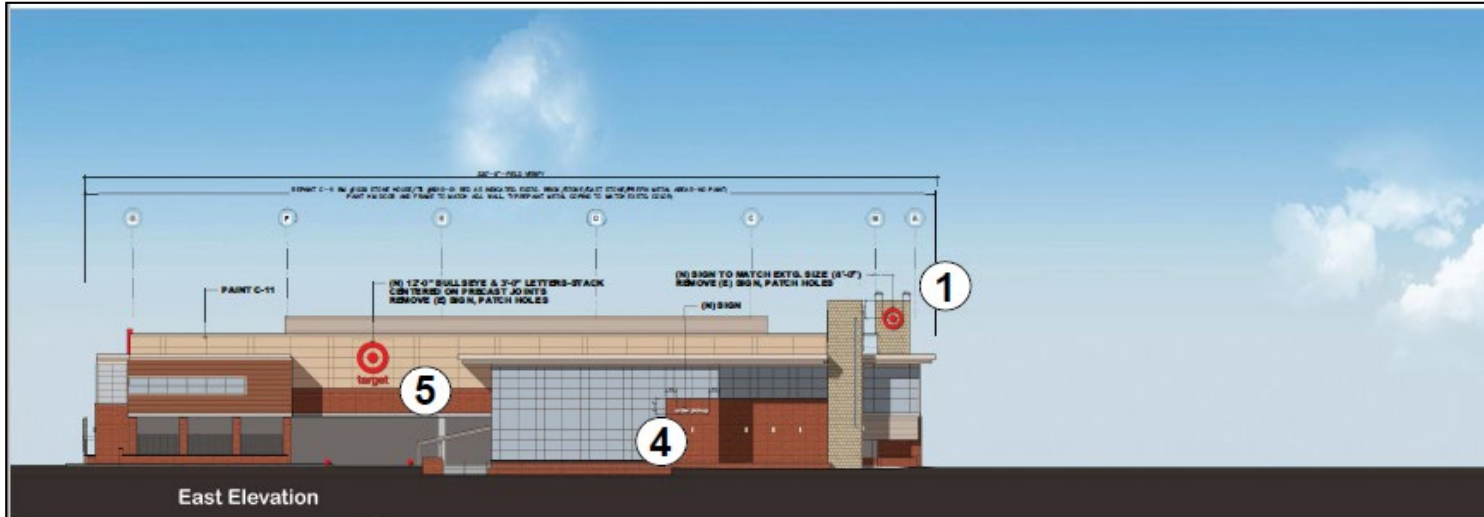
May 27th, 2020

Proposed Signage Improvements: North and East Elevations

- North Elevation
 - Replace the “TARGET” bullseye sign with a new “target” bullseye sign of similar size (2)
- East elevation
 - Replace the “TARGET” bullseye sign with a new “target” bullseye sign of similar size (5)
 - Replace the smaller bullseye (right side) with a new sign of equal size (1)
 - Add an “order-pickup” sign (4)



Proposed Signage Improvements: North and East Elevations

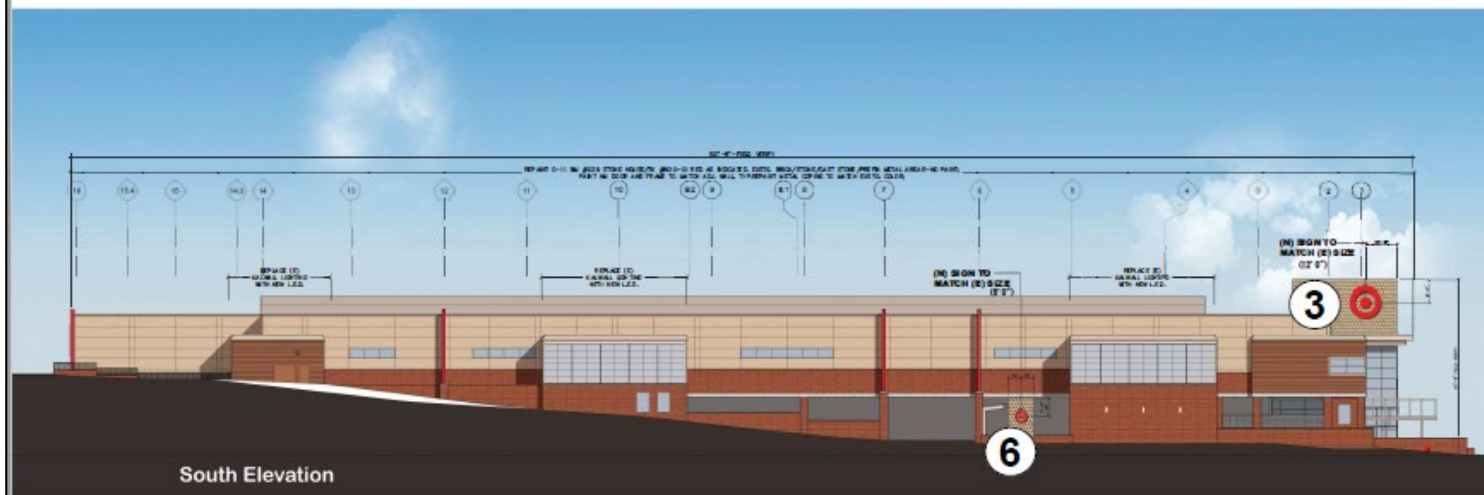
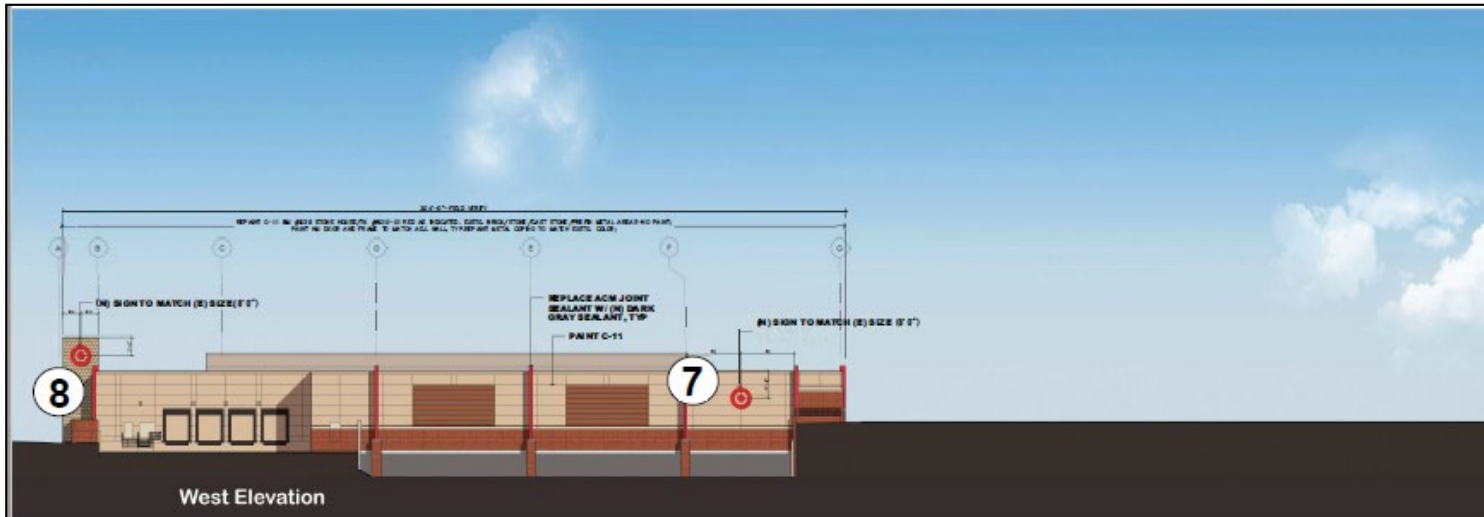


Proposed Signage Improvements: South and West Elevations

- South Elevation
 - Replace the bullseye (right) with a new sign of equal size (3)
 - Replace the bullseye (center) with a new sign of equal size (6)
- West Elevation
 - Replace both bullseyes with new signs of equal size (7, 8)



Proposed Signage Improvements: South and West Elevations



Concept of Improvements

- Support and enhance the experience of those approaching Madison from the West
- Embody and create harmony with the design standard of the Hilldale shopping center
- Maintain the unique, upscale customer experience that visitors from throughout the community, city and region expect from the Hilldale shopping center
- Create signage that will complement the architectural uniqueness of the Target Hilldale building



Thank you!