



EID AHL ENVIRONMENTAL  
design, inc.

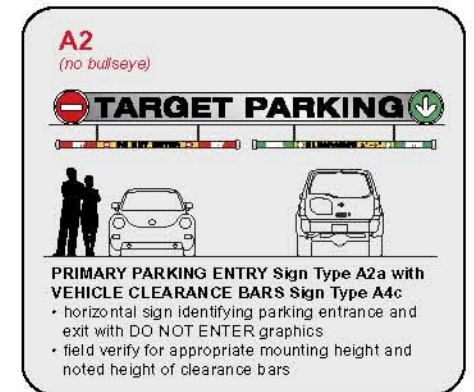
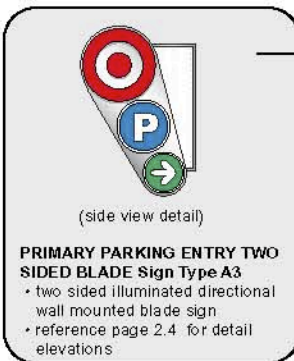
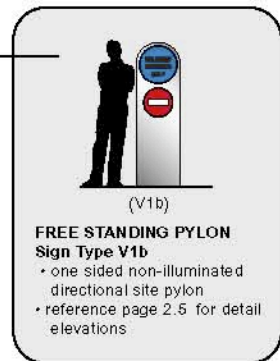
651.503.4459 | reidahl@comcast.net

February 22, 2010 | *Madison Hilldale, WI*

- NOTES:**
1. These documents identify Target's wayfinding recommendations.
  2. Target will provide all logo and identification signage, directional signage within the Target store and other signage as noted in the document.

*(original: 11Dec09)*  
*(revised: 19Jan10)*  
*(revised: 26Jan10)*  
*(revised: 11Feb10)*

Wayfinding Recommendations:  
1.0 -1.3 Site, Elevations and Signage Plans  
2.0 -2.6 Sign Types and Fabrication Details



**8' Ø ILLUMINATED RED BULLSEYE (Exterior Bullseye)**  
 • reference page 1.2 and 1.3 for elevations/locations

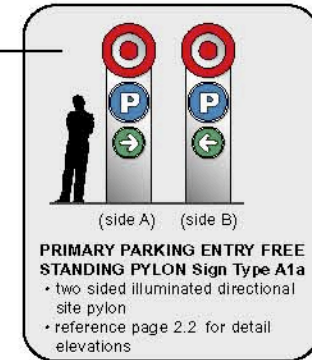
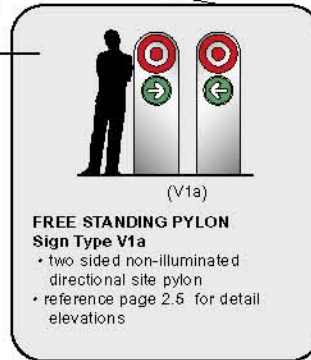
**12' Ø ILLUMINATED STACKED FORMAT RED BULLSEYE WITH TARGET TEXT**  
 • identifying main pedestrian entrance  
 • reference page 1.2 and 1.3 for elevations/locations

**12' Ø ILLUMINATED RED BULLSEYE (Exterior Bullseye)**  
 • reference page 1.2 and 1.3 for elevations/locations

**14' Ø ILLUMINATED STACKED FORMAT RED BULLSEYE WITH TARGET TEXT**  
 • identifying main pedestrian entrance  
 • reference page 1.2 and 1.3 for elevations/locations

**8' Ø ILLUMINATED RED BULLSEYE (Exterior Bullseye)**  
 • reference page 1.2 and 1.3 for elevations/locations

**10' Ø ILLUMINATED RED BULLSEYE (Exterior Bullseye)**  
 • reference page 1.2 and 1.3 for elevations/locations



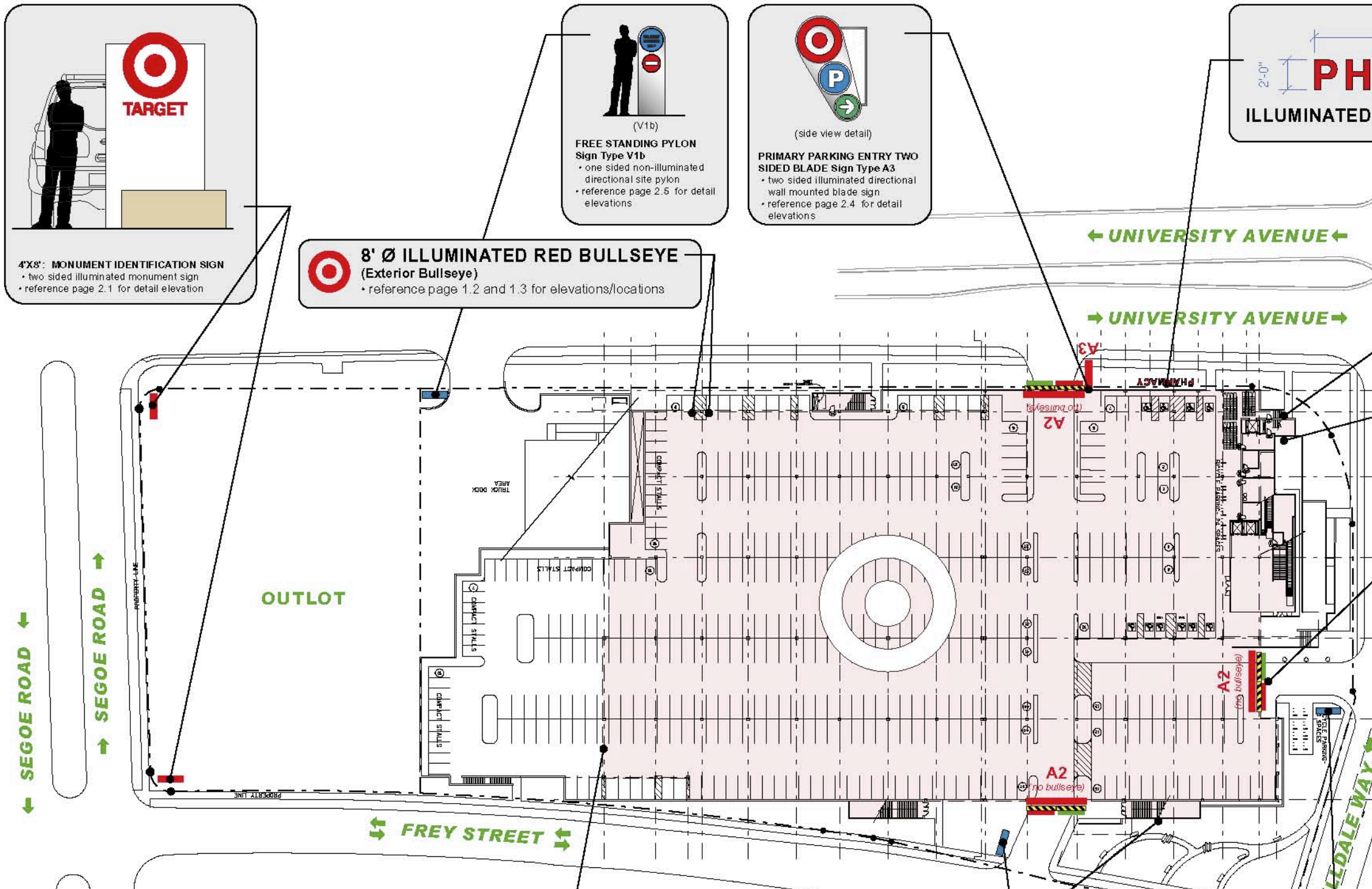
**WAYFINDING/SIGNAGE LEGEND**

**\*CODE SIGNAGE BY TARGET**  
 ••••• stairwell code signage

**VEHICLE DIRECTIONAL SIGNAGE**

- clearance bar
- hanging directional signage
- entering traffic
- exiting traffic

• Parking with Overhead Structure



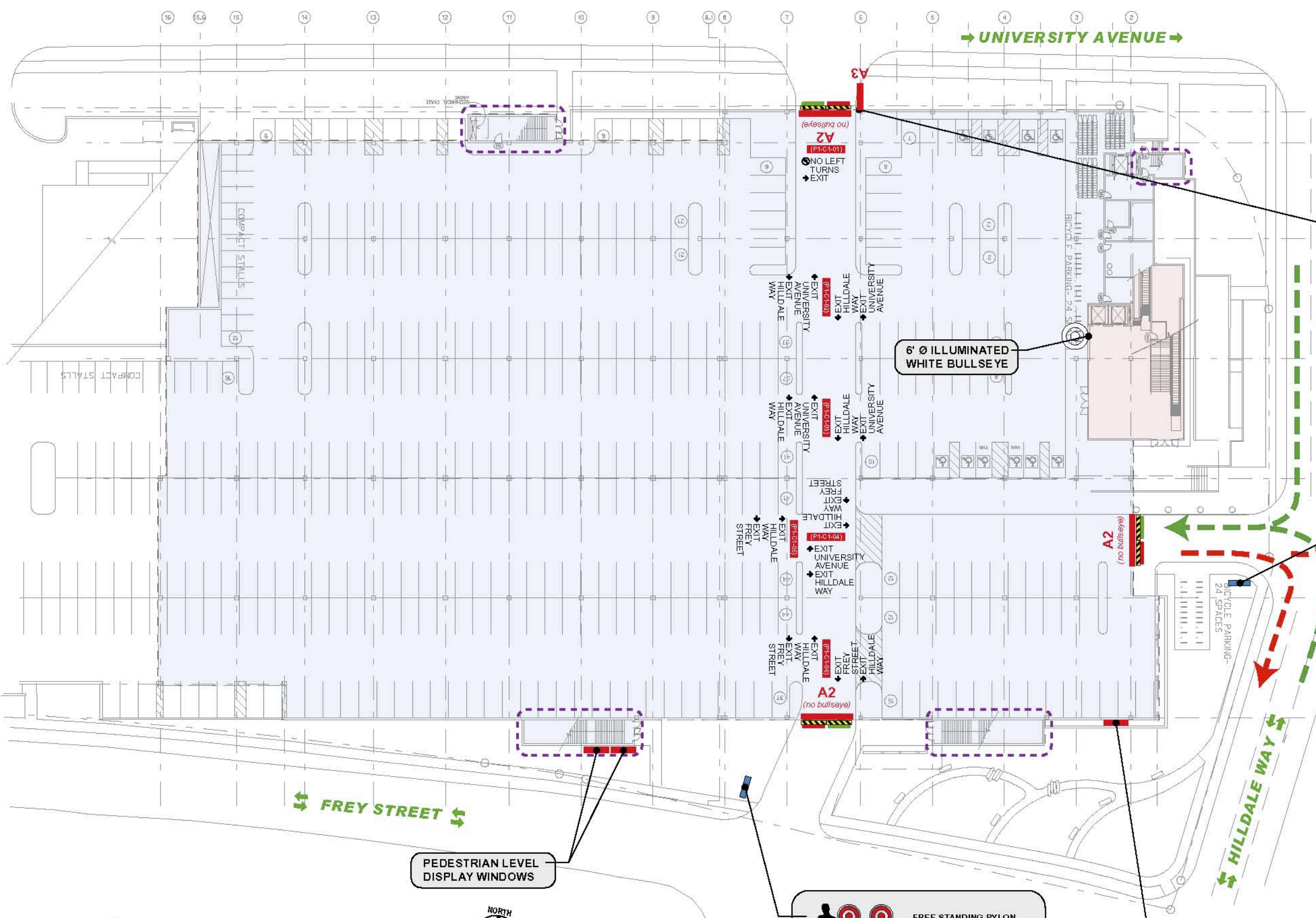
**1 SITE/SIDEWALK PLAN OPTION "M"**  
 A151M

[signage recommendations are IN ADDITION TO any code required signage by garage contractor]

**Wayfinding Recommendations: Navigating Parking | Site**







**A2**  
(no bullseye)

**TARGET PARKING**

PRIMARY PARKING ENTRY Sign Type A2a with VEHICLE CLEARANCE BARS Sign Type A4c

- horizontal sign identifying parking entrance and exit with DO NOT ENTER graphics
- field verify for appropriate mounting height and noted height of clearance bars

(side view detail)

**PRIMARY PARKING ENTRY TWO SIDED BLADE Sign Type A3**

- two sided illuminated directional wall mounted blade sign
- reference page 2.4 for detail elevations

(side A) (side B)

**PRIMARY PARKING ENTRY FREE STANDING PYLON Sign Type A1a**

- two sided illuminated directional site pylon
- reference page 2.2 for detail elevations

**WAYFINDING/SIGNAGE LEGEND**

- \*CODE SIGNAGE BY TARGET**
- stairwell code signage
- VEHICLE DIRECTIONAL SIGNAGE**
- clearance bar
  - hanging directional signage
  - entering traffic
  - exiting traffic
- Parking with Overhead Structure

**FREE STANDING PYLON Sign Type V1a**

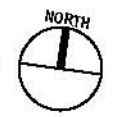
- two sided non-illuminated directional site pylon
- reference page 2.5 for detail elevations

PEDESTRIAN LEVEL DISPLAY WINDOWS

PEDESTRIAN LEVEL DISPLAY WINDOW

1  
A110M

**LOWER LEVEL FLOOR PLAN – OPTION “M”**

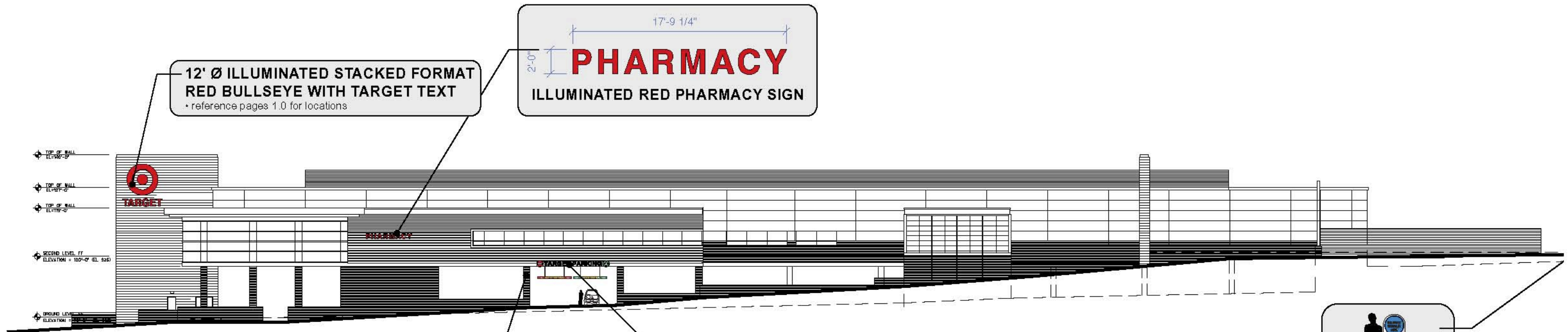


[signage recommendations are IN ADDITION TO any code required signage by garage contractor]

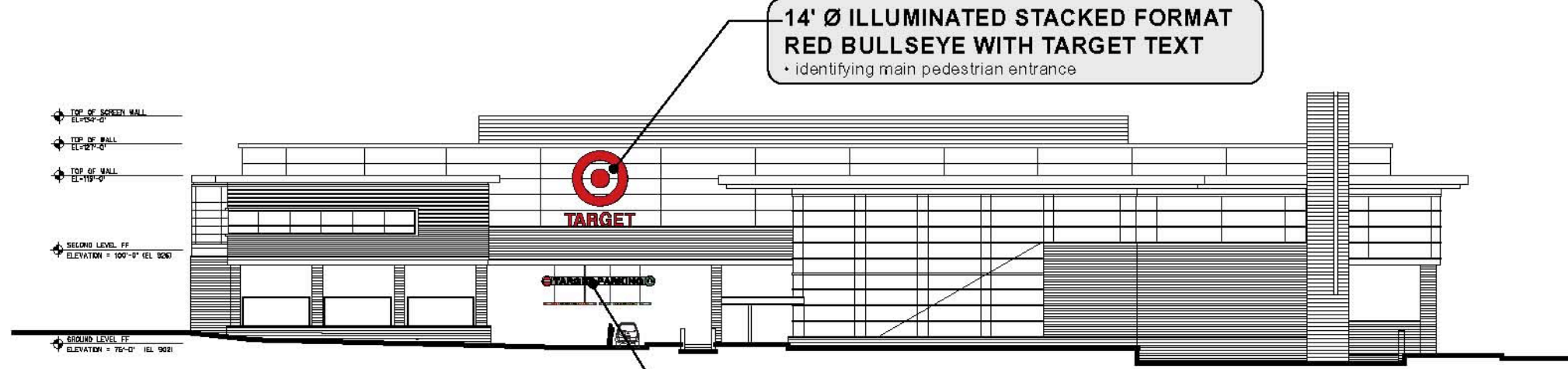
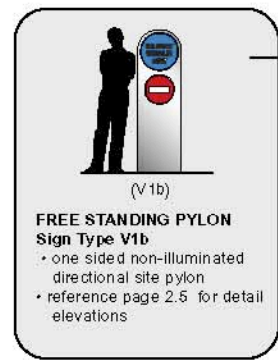
**Wayfinding Recommendations: Navigating Parking | Ground Level**



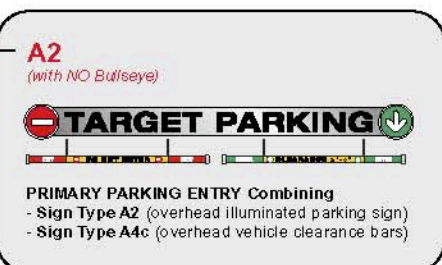


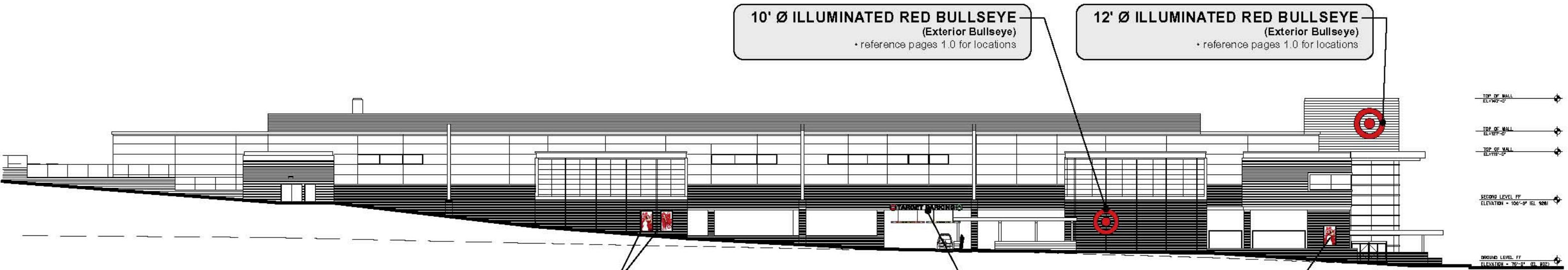


1 ELEVATION FROM UNIVERSITY AVENUE  
A201



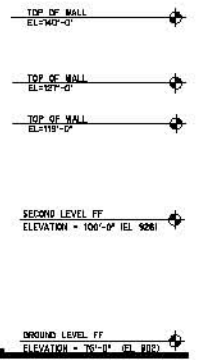
2 ELEVATION FROM HILLDALE WAY  
A201





**10' Ø ILLUMINATED RED BULLSEYE**  
(Exterior Bullseye)  
• reference pages 1.0 for locations

**12' Ø ILLUMINATED RED BULLSEYE**  
(Exterior Bullseye)  
• reference pages 1.0 for locations



**3**  
A201  
**ELEVATION FROM FREY STREET**

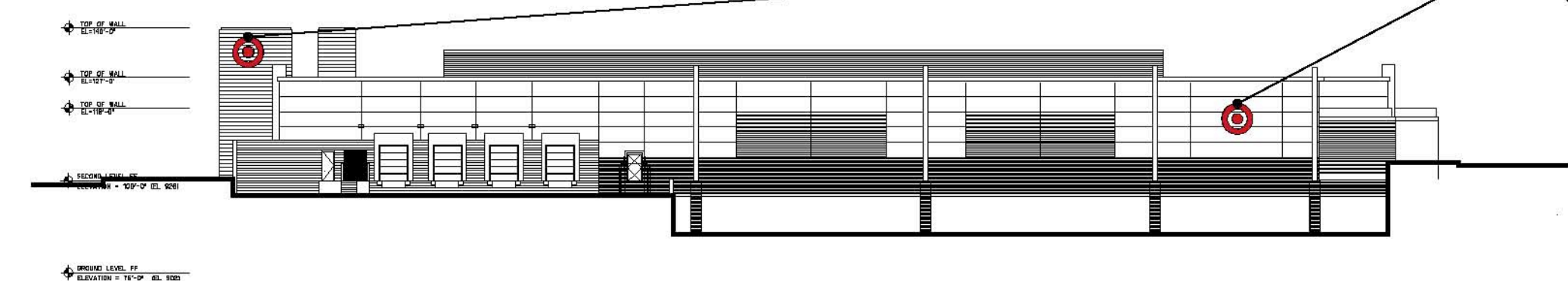
PEDESTRIAN LEVEL  
DISPLAY WINDOWS

**A2**  
(with NO Bullseye)

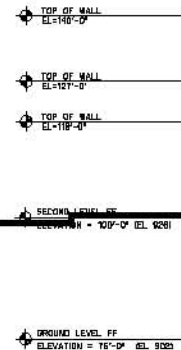
**TARGET PARKING**

PRIMARY PARKING ENTRY Combining  
 - Sign Type A2 (overhead illuminated parking sign)  
 - Sign Type A4c (overhead vehicle clearance bars)

PEDESTRIAN LEVEL  
DISPLAY WINDOW



**8' Ø ILLUMINATED RED BULLSEYE**  
(Exterior Bullseye)  
• reference pages 1.0 for locations



**4**  
A201  
**ELEVATION FROM SEGOE ROAD**





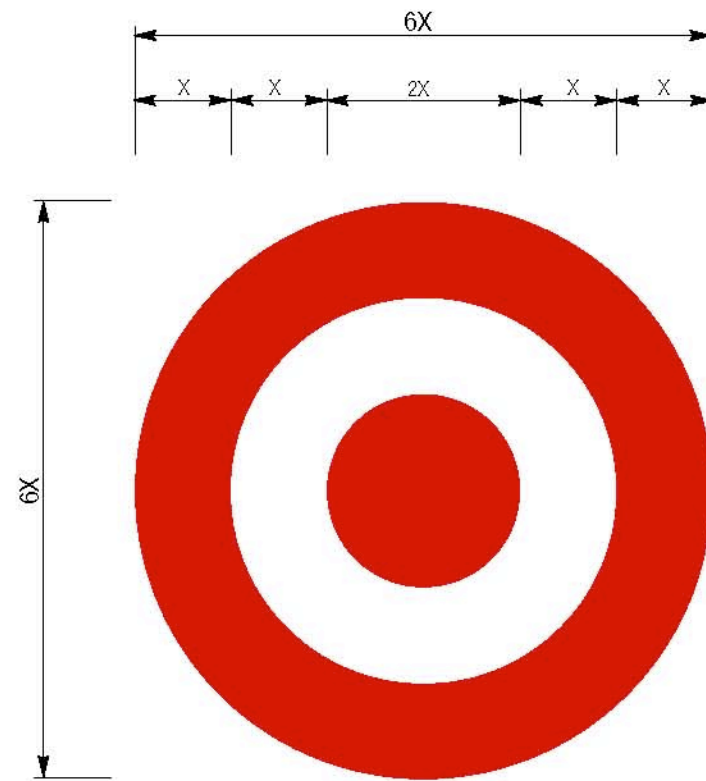
## Lit Bullseyes and Letters using these typical face lighting details

- 14' stacked red bullseye (Bullseye & TARGET letters below bullseye with typical face lighting detail) Qty = 1
- 12' stacked red bullseye (Bullseye & TARGET letters below bullseye with typical face lighting detail) Qty = 1
- 12' red bullseye (Bullseye with typical face lighting detail) Qty = 1
- 10' red bullseye (Bullseye with typical face lighting detail) Qty = 1
- 8' red bullseye (Bullseye with typical face lighting detail) Qty = 3
- 6' white bullseye (Bullseye with typical face lighting detail) Qty = 1
- (PHARMACY red letters with typical face lighting detail) Qty = 1

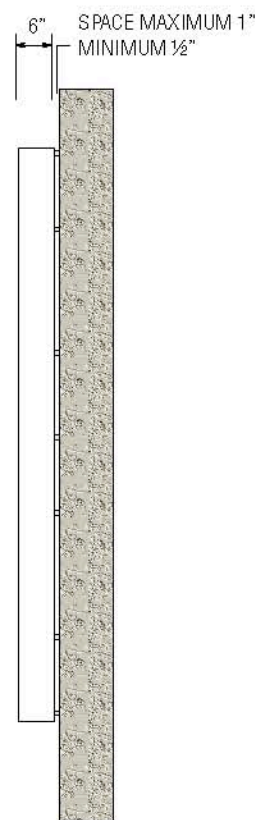
ELECTRICAL REQUIREMENTS
Total: 3.0 Amps
( 1 ) 120V 20A Circuit Required.
ALL BRANCH CIRCUITS SHALL BE DEDICATED TO SIGNS (INCLUDING GROUND AND NEUTRAL) AND SHALL NOT BE SHARED WITH OTHER LOAD

### GENERAL NOTES:

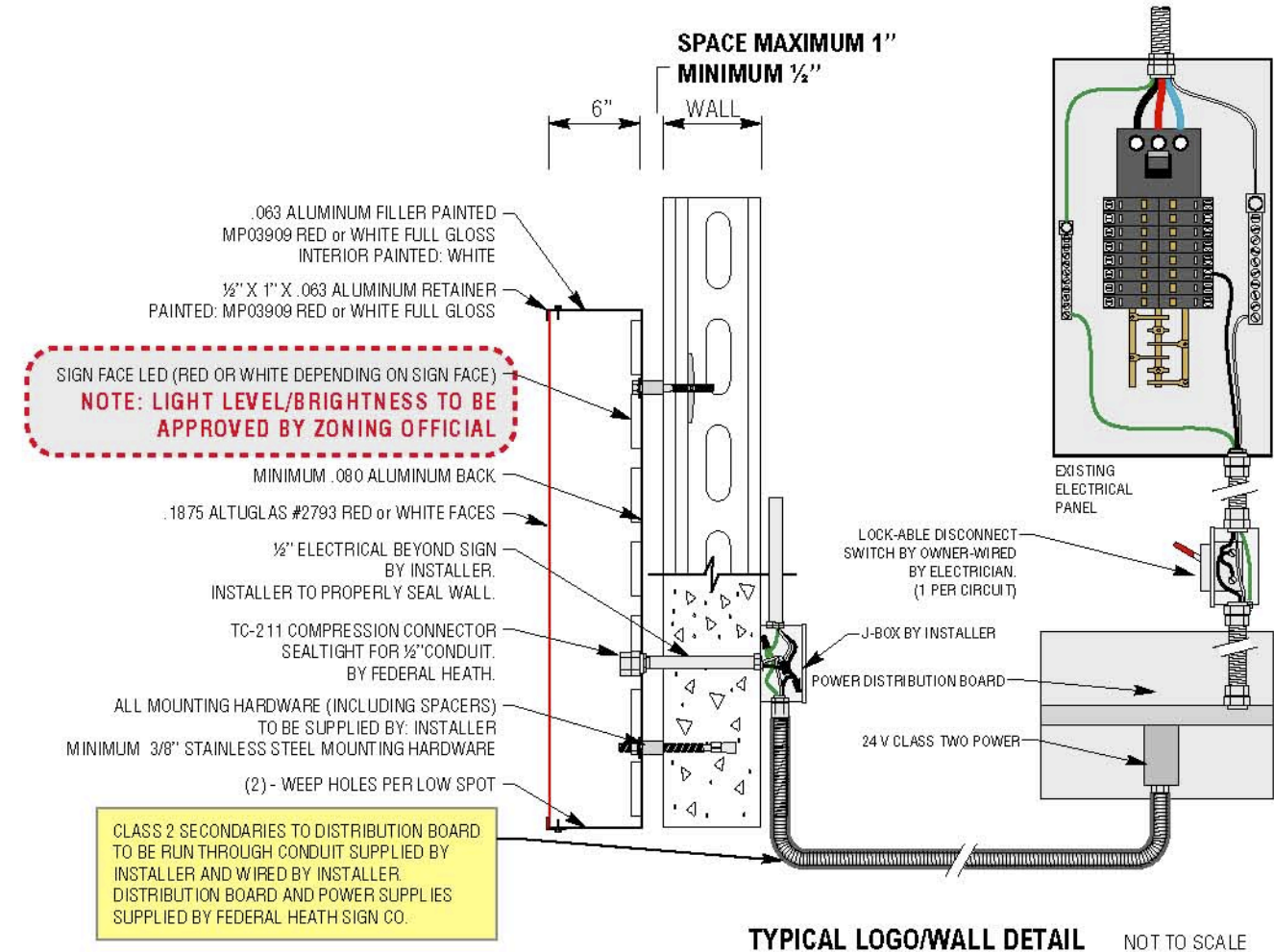
1. CONTRACTOR SHALL VERIFY WALL CONDITIONS IN THE FIELD.
2. TYPE, SIZE & NUMBER OF FASTENERS TO BE DETERMINED.
3. ALL BOLT TO BE DRILLED AND OR PUNCHED.
4. ISOLATE ALUMINUM FROM STEEL.



TYPICAL BULLSEYE DETAIL



END VIEW



#### 4'X8': MONUMENT IDENTIFICATION SIGN

A very distinctive and easily recognizable image to traffic and will be strategically located on the site for maximum visibility. TARGET'S approved sign consultants will check the local codes, secure all permits, and provide assistance in the acquisition of variances, should they be required.

**NOTE:** This is a 2-sided sign.

#### SIGN AREA:

32 sq. ft. Total  
8 ft. Overall Height

#### CONSTRUCTION:

Cabinet is conventional construction. Angle iron frame with aluminum cladding.

#### SIGN FACE:

Is routed aluminum backed with clear lexan. 3M Scotchcal Film and Diffuser Film is applied to 2nd surface of plex.

**NOTE:** Bullseye center dot and outer ring are always two (2) separate pieces.

#### COLORS:

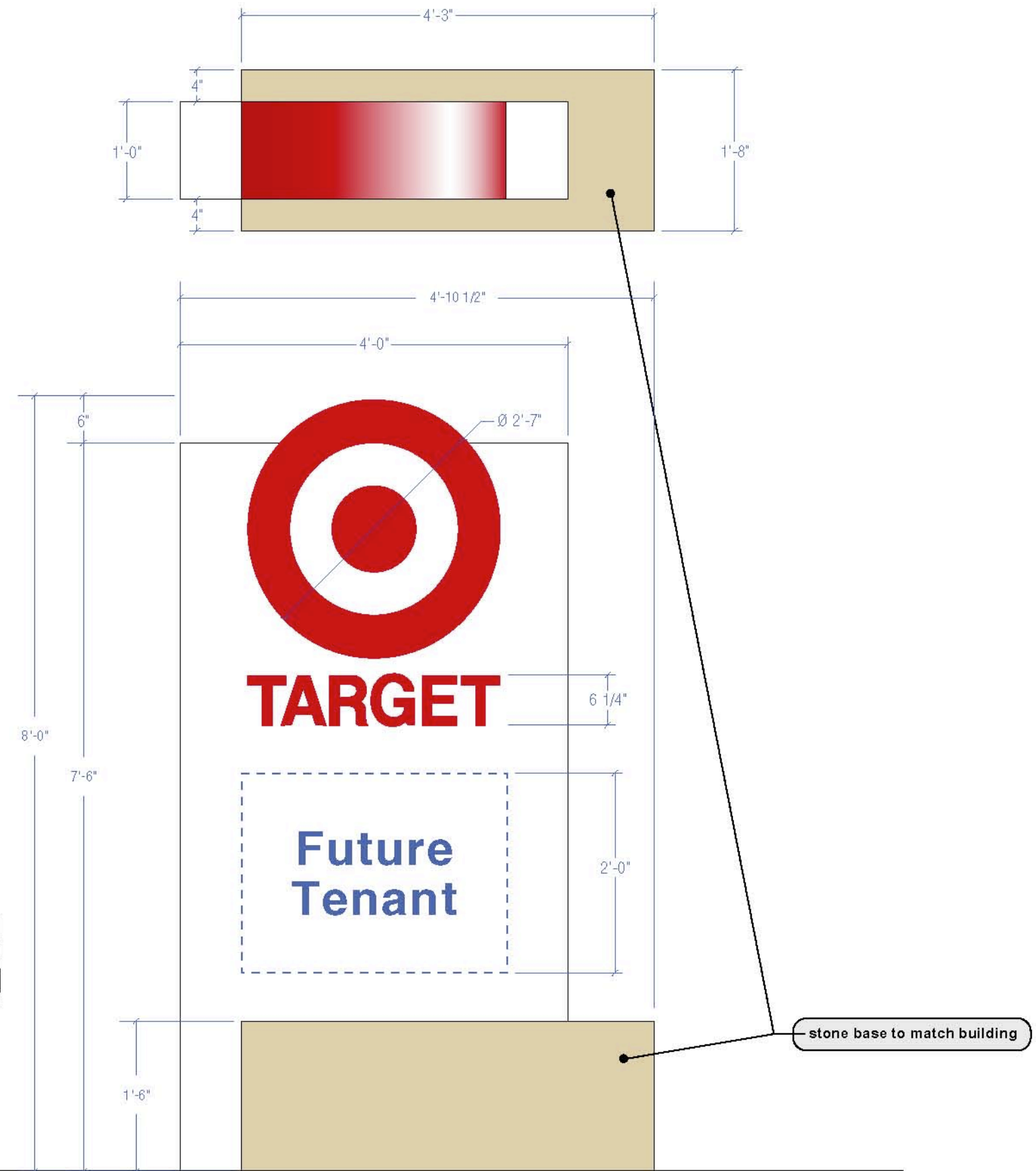
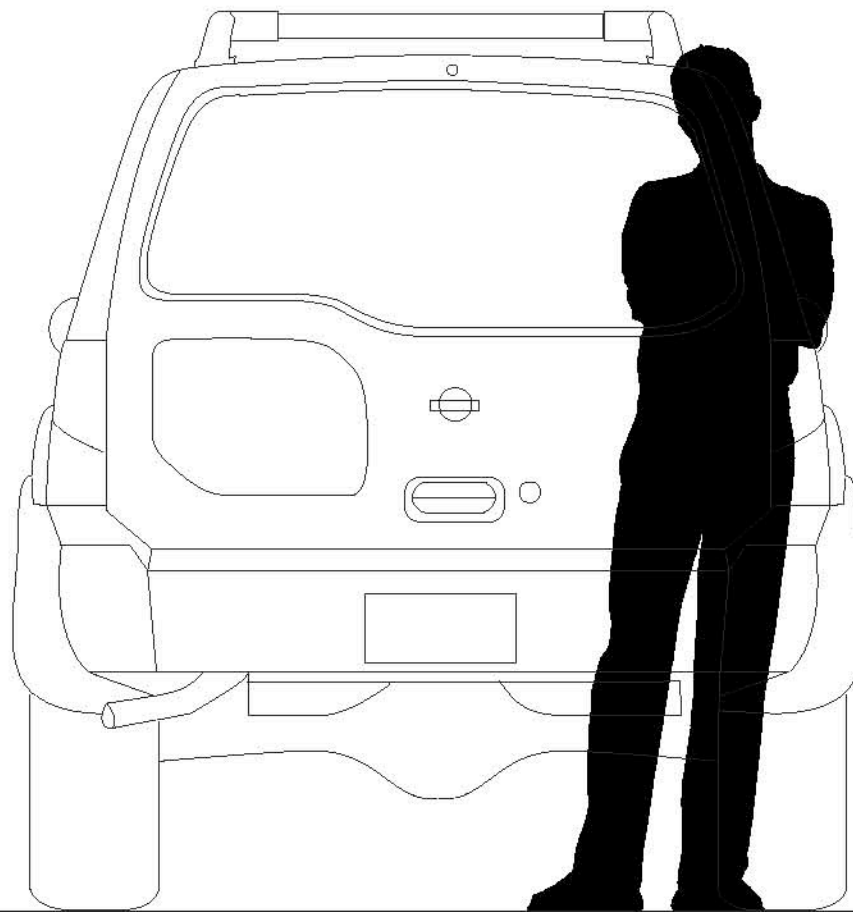
Cabinet: White  
Face Background: White  
Bullseye: Cardinal Red #3630-53  
Target: Cardinal Red #3630-53  
Base: Champagne Pearl (C-20)  
to match Valspar MICA- 2 Coat #399C245

#### ILLUMINATION:

Internal with high output fluorescent lamps

#### ELECTRICAL:

480V service  
120V ballasts with step down transformers



#### PRIMARY MONUMENT SIGN

• illuminated monument sign  
(SCALE: 3/4" = 1'-0")





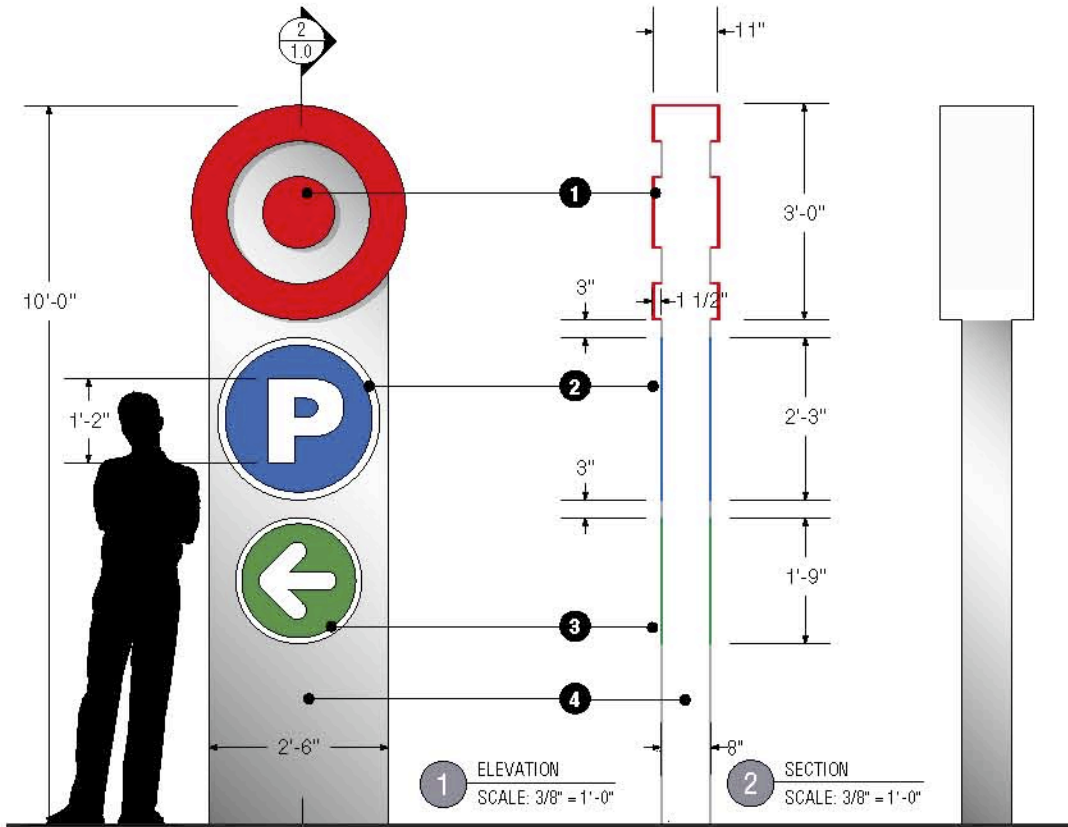
**SIGN TYPE A1a: FREE STANDING PYLON SIGN**

ILLUMINATION: all illuminated signs to have remote or electronic transformers and a 24-hour timer or photosensitive switch per project electrical engineer.

**NOTE: This is a 2-sided sign.**

- 1 Internally illuminated bullseye extends 1 1/2" from either side of pylon with pylon surface exposed in center ring of bullseye. Red acrylic faces with returns painted to match. If needed, retainers for acrylic faces to be minimal and red to match Target red (pms 186).
- 2 Internally illuminated circle extends 1" from either side of pylon. Cabinet faces are 1/4" blue acrylic with 3/8" white acrylic adhered to face for dimensional illuminated ring and letter "P". Returns to match pylon. If needed, retainers for acrylic faces to be minimal and to match returns.

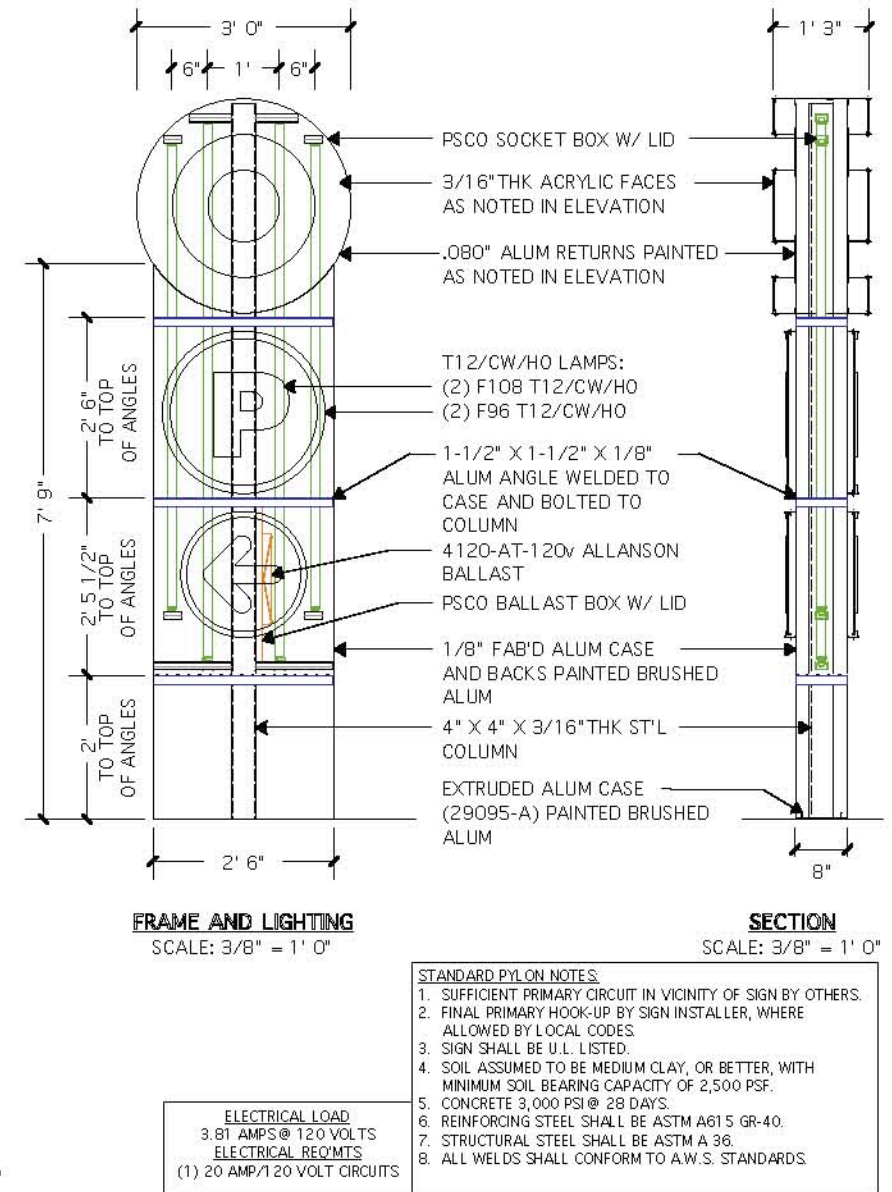
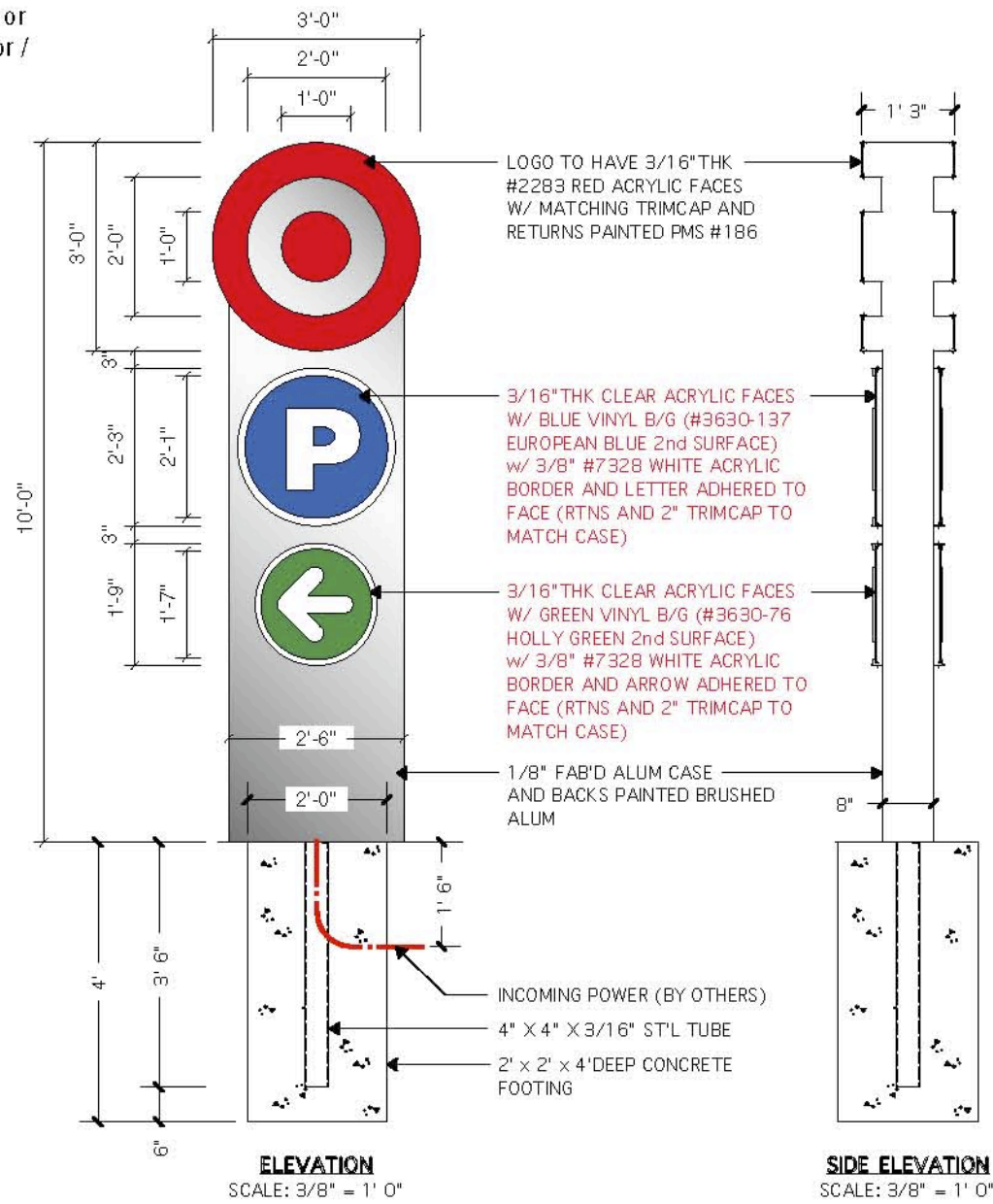
- 3 Same construction as note 2 except color: Green acrylic.
- 4 Pylon structure is metal cabinet with neon or fluorescent internal illumination. Light color / temperature to be 3000-3500 K.



**PRIMARY PARKING ENTRY PYLON Sign Type A1a**

• illuminated free standing pylon sign  
(SCALE: 3/8" = 1'-0")

**NOTE:**  
Reference Target Property Development's Fabrication Details pages 1.0 and 1.2 for further fabrication details.

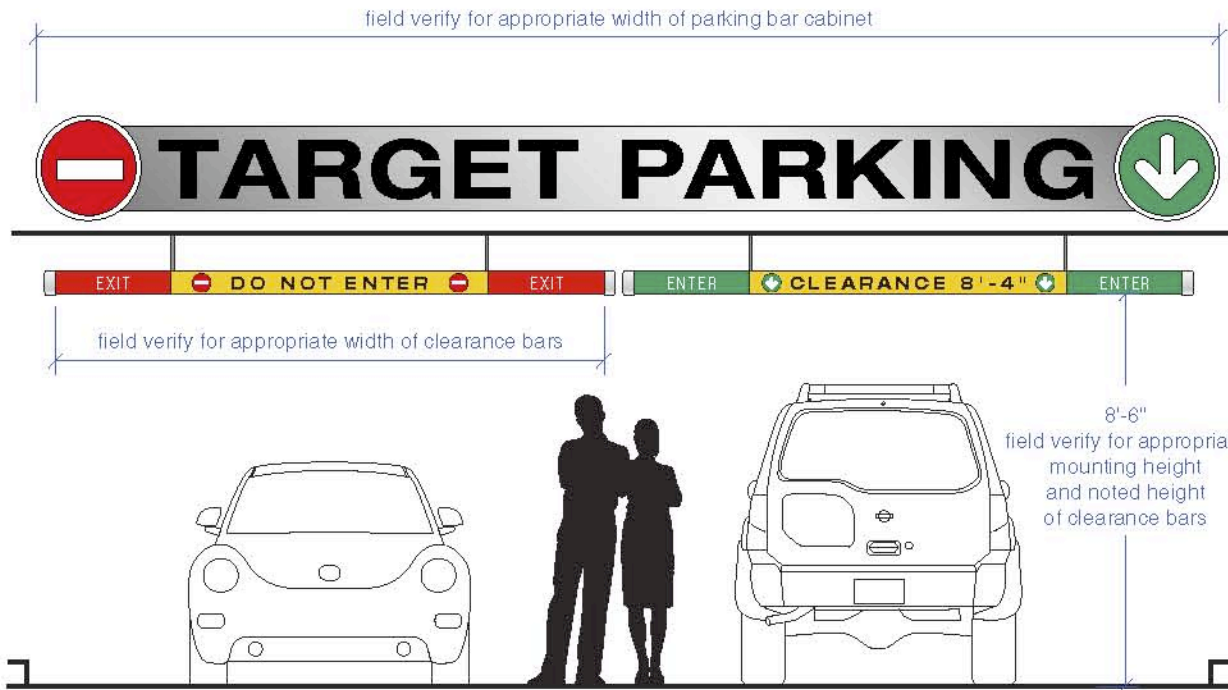




**SIGN TYPE A2: BUILDING MOUNTED ENTRY I.D.**

ILLUMINATION: all illuminated signs to have remote or electronic transformers and a 24-hour timer or photosensitive switch per project electrical engineer.

- 1 Internally illuminated circles at ends of sign cabinet. "Do not enter" sign face is 1/4" red acrylic with 3/8" white acrylic adhered to face for dimensional illuminated ring and symbol. Returns to match cabinet. If needed, retainers for acrylic face to be minimal and to match returns.
- 2 Internally illuminated "TARGET PARKING" letters are 1/2" push thru white acrylic with black perforated vinyl adhered to faces to give a black read during the day and white glow at night.
- 3 Sign structure is metal cabinet with LED and fluorescent internal illumination.
- 4 Same construction as note 1 except color: Green acrylic



**PRIMARY PARKING ENTRY Sign Type A2 with VEHICLE CLEARANCE BARS Sign Type A4c**

\* horizontal sign identifying parking entrance and exit with DO NOT ENTER graphics

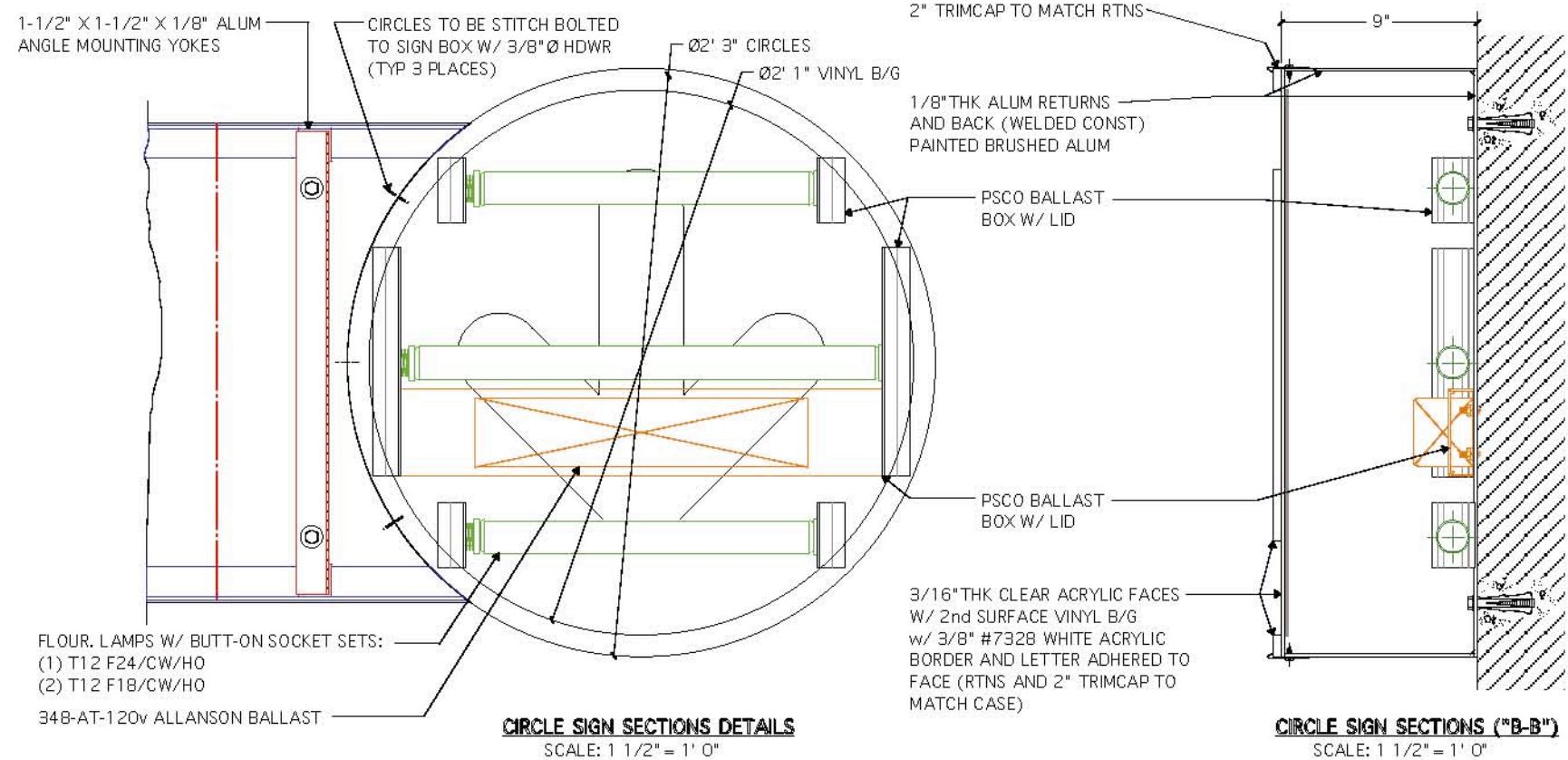
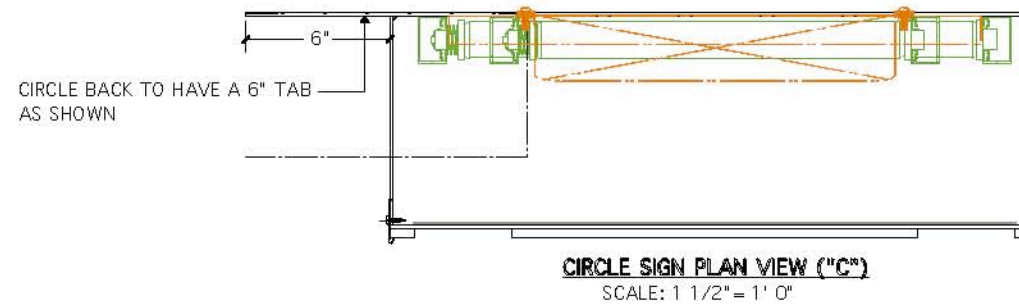
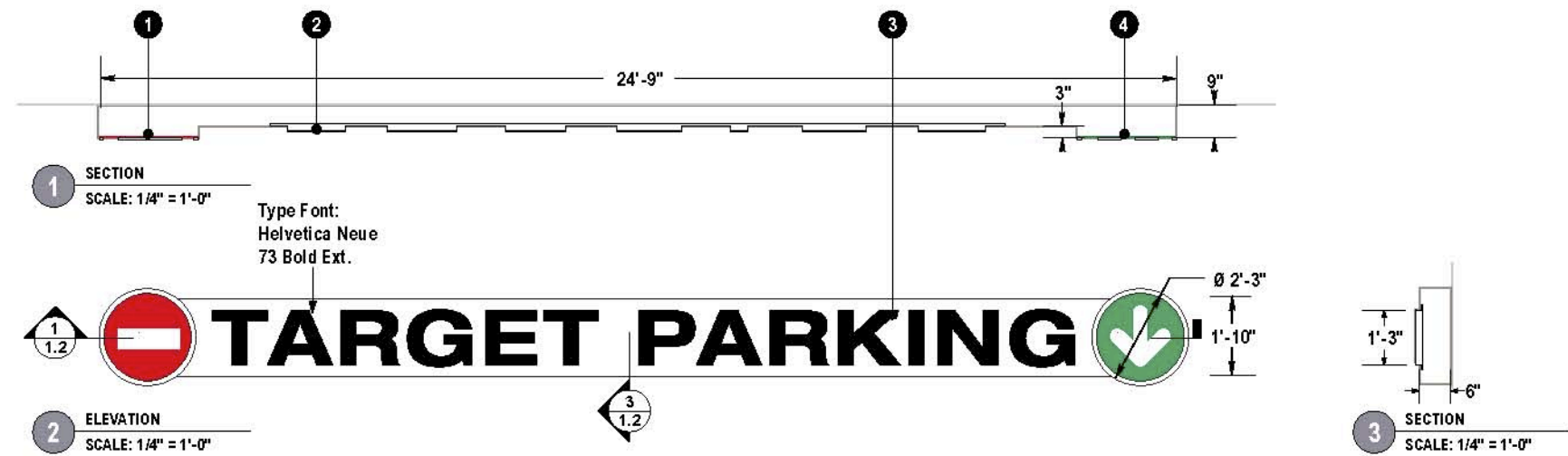
**SIGN TYPE A2** Illuminated Garage Entry I.D. for Primary Ingress

**SIGN TYPE A4c** Entry/Exit Vehicle Clearance Bars (Core 6" Diameter PVC sign face is painted Yellow. White type and graphics are reflective vinyl die-cut applied to PVC sign face. Black type is vinyl die-cut applied to PVC sign face. Red and Green surfaces and graphics are vinyl die-cut applied to PVC sign face.)

(SCALE: 1/4" = 1'-0")

**NOTE:**

Reference Target Property Development's Fabrication Details pages 1.3, 1.4, 1.5, 1.6 and 1.12 for further fabrication details.





**SIGN TYPE A3a: PROJECTING BLADE SIGN**

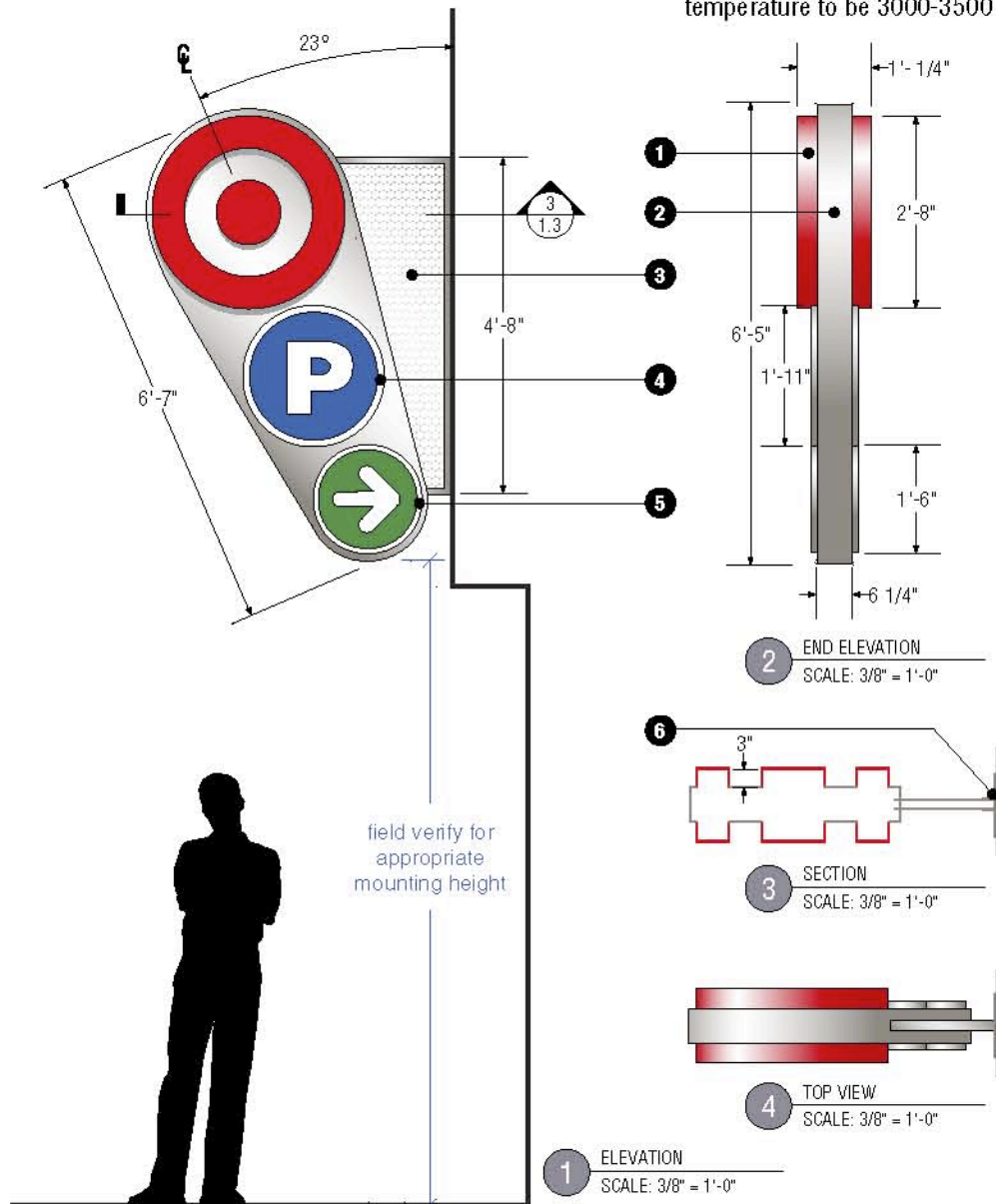
ILLUMINATION: all illuminated signs to have remote or electronic transformers and a 24-hour timer or photosensitive switch per project electrical engineer.

**NOTE: This is a 2-sided sign.**

- Internally illuminated bullseye extends 3" from either side of cabinet with cabinet surface exposed in center ring of bullseye. Red acrylic (M-2) faces with returns painted to match (P-1). If needed, retainers for acrylic faces to be minimal and red to match Target red (color P-1).
- Sign structure is metal cabinet (M-1) with neon or fluorescent internal illumination. Light color / temperature to be 3000-3500 K.

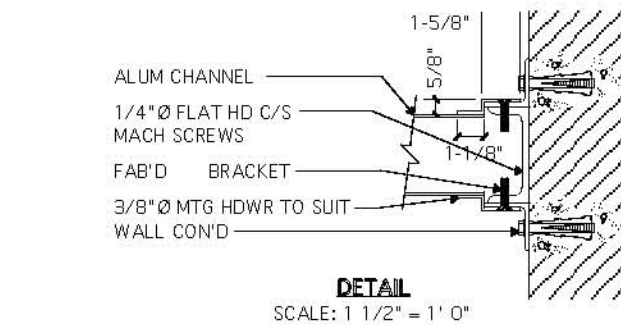
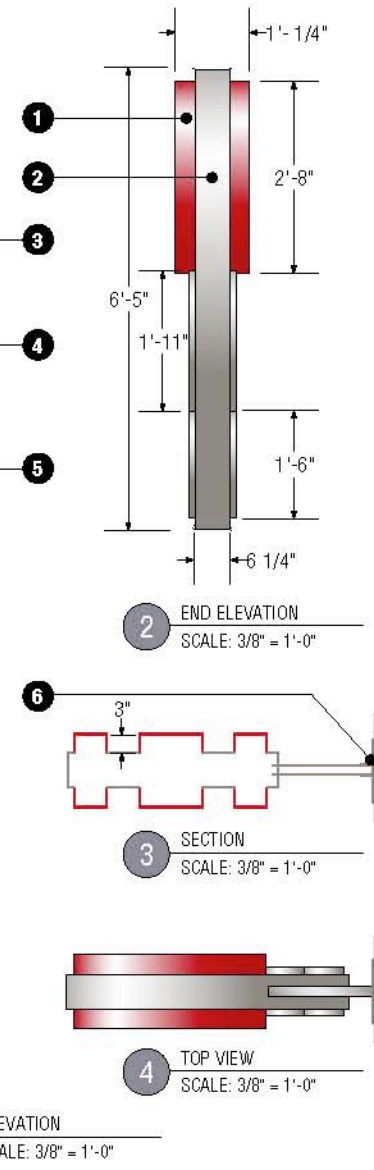
- Sign bracket is a cabinet with perforated metal sides (2 sheets of M-6; holes to line up) with metal channel edges (M-12).
- Internally illuminated circle extends 1" from either side of cabinet. Faces are 1/4" blue acrylic (M-3) to match color P-2 with 3/8" white acrylic (M-5) adhered to face for dimensional illuminated ring and letter "P". Returns to match cabinet (M-1). If needed, retainers for acrylic faces to be minimal and to match returns (M-1).

- Same construction as note 2 except color: Green acrylic (M-4) to match color P-4.
- Attachment to building as needed (hidden or minimal fasteners).

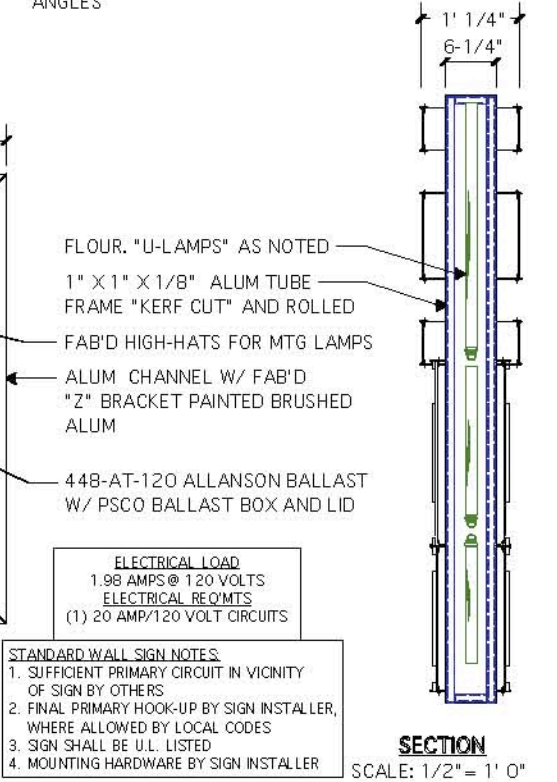
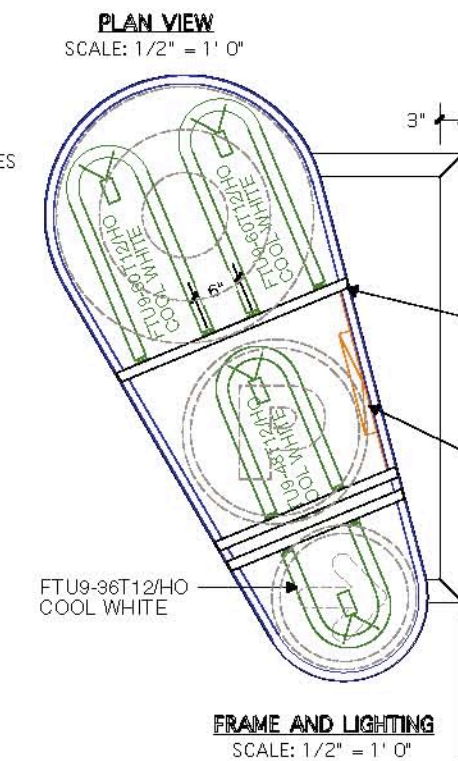
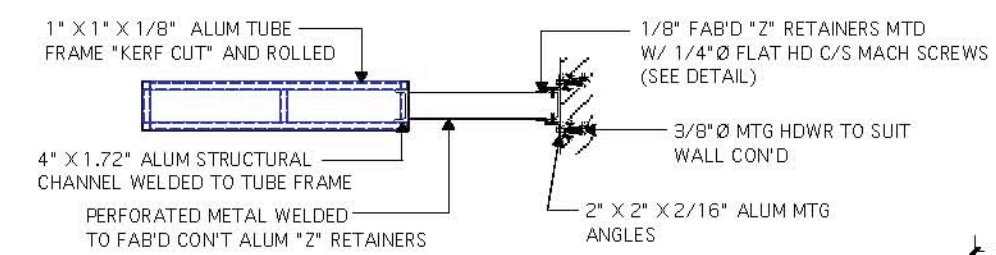
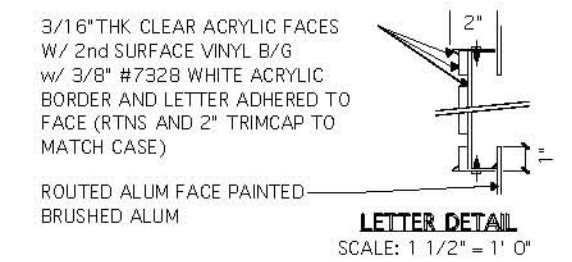
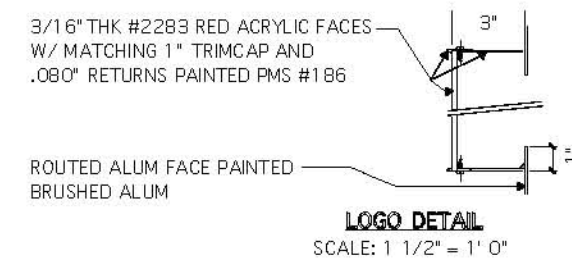
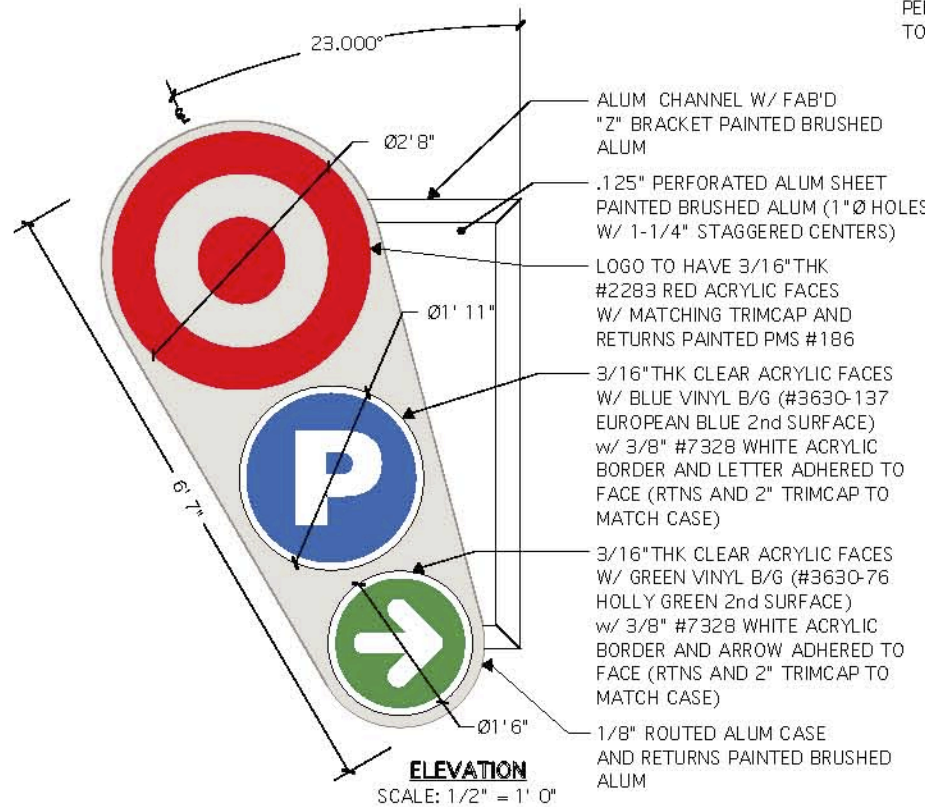


**PRIMARY PARKING ENTRY**  
**TWO SIDED ILLUMINATED BLADE SIGN Sign Type A3**  
 • vertical sign mounted perpendicular to exterior wall identifying parking entrance  
**SIGN TYPE A3** Illuminated Garage Two Sided Entry Blade  
 (SCALE: 3/8" = 1'-0")

**NOTE:**  
 Reference Target Property Development's Fabrication Details pages 1.10 and 1.12 for further fabrication details.



**NOTE:**  
 FOR SINGLE SIDED SIGNS  
 ROUTE 1/8" BLANK BACK

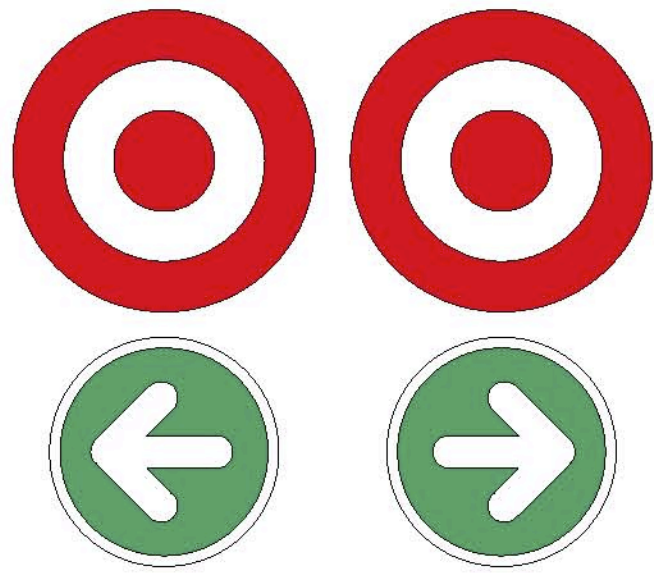


**ELECTRICAL LOAD**  
 1.98 AMPS @ 120 VOLTS  
**ELECTRICAL REQMTS**  
 (1) 20 AMP/120 VOLT CIRCUITS

**STANDARD WALL SIGN NOTES**  
 1. SUFFICIENT PRIMARY CIRCUIT IN VICINITY OF SIGN BY OTHERS  
 2. FINAL PRIMARY HOOK-UP BY SIGN INSTALLER, WHERE ALLOWED BY LOCAL CODES  
 3. SIGN SHALL BE U.L. LISTED  
 4. MOUNTING HARDWARE BY SIGN INSTALLER

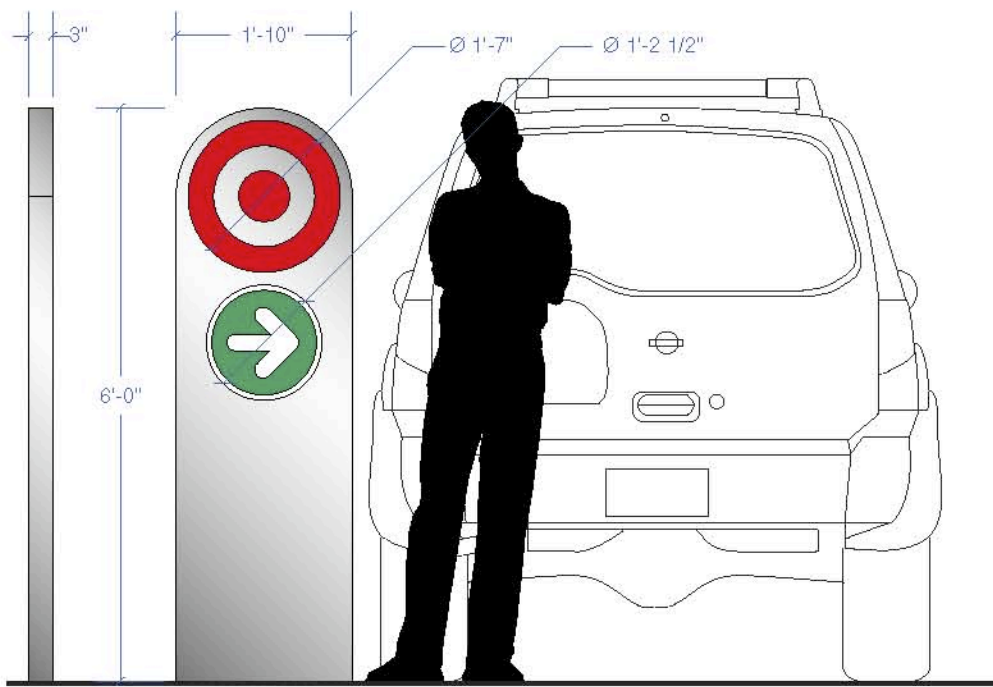






**V1a**  
(Two Sided Site Directional Signage)

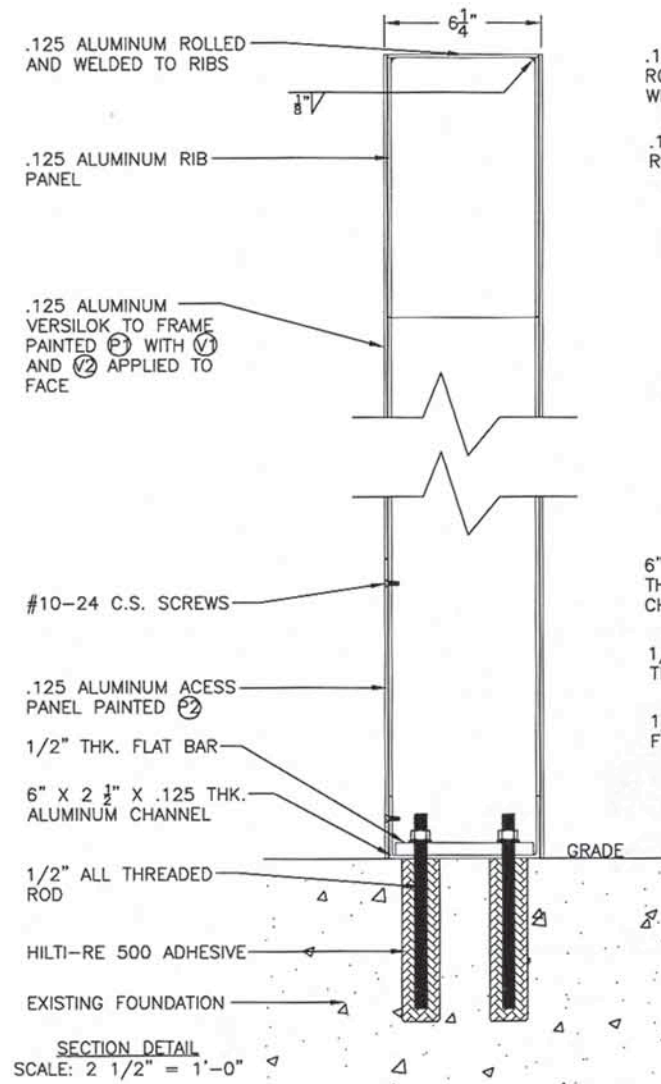
**V1b**  
(One Sided Site Directional Signage)



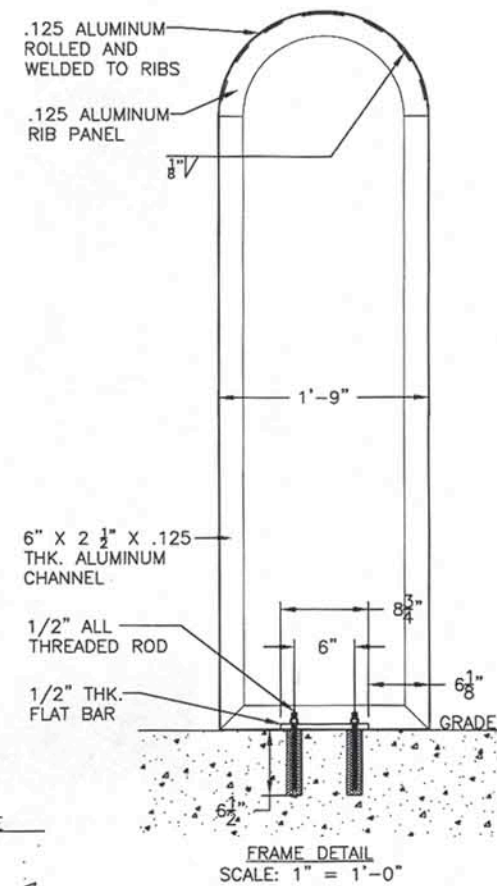
**SIGN TYPE V1a** Two Sided Non-Illuminated Site Directional Signage  
(SCALE: 1/2" = 1'-0")

**V1 Freestanding Pylon**

Sign scale may be adjusted depending on site requirements. Text and directional arrows are a combination of color and white reflective vinyl.



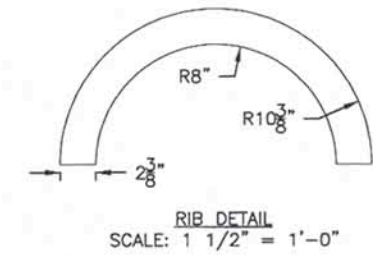
**SECTION DETAIL**  
SCALE: 2 1/2" = 1'-0"



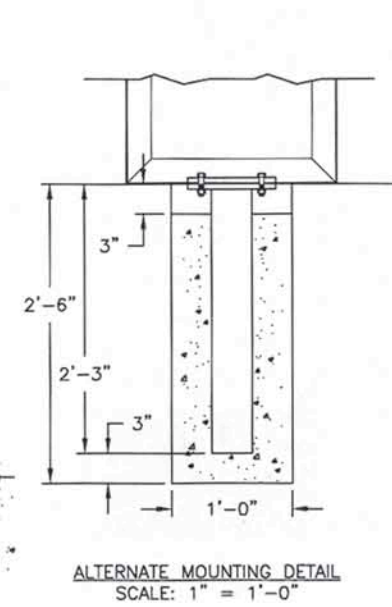
**FRAME DETAIL**  
SCALE: 1" = 1'-0"

**PAINT SPECIFICATIONS:**  
 P1 BRUSHED ALUMINUM  
 P2 TO MATCH PMS #7547u

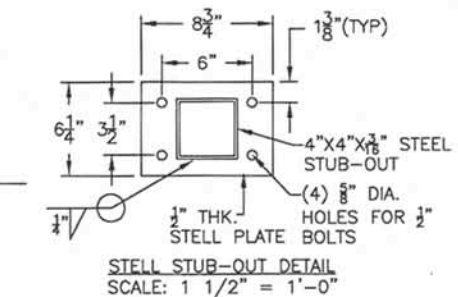
**VINYL SPECIFICATIONS:**  
 V1 3M 680-10 WHITE REFLECTIVE  
 V2 3M #3630-53 CARDINAL RED



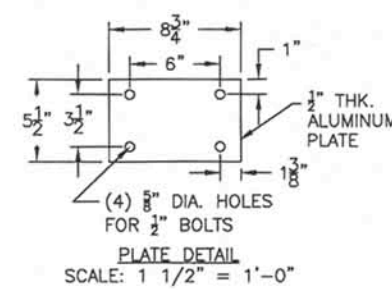
**RIB DETAIL**  
SCALE: 1 1/2" = 1'-0"



**ALTERNATE MOUNTING DETAIL**  
SCALE: 1" = 1'-0"



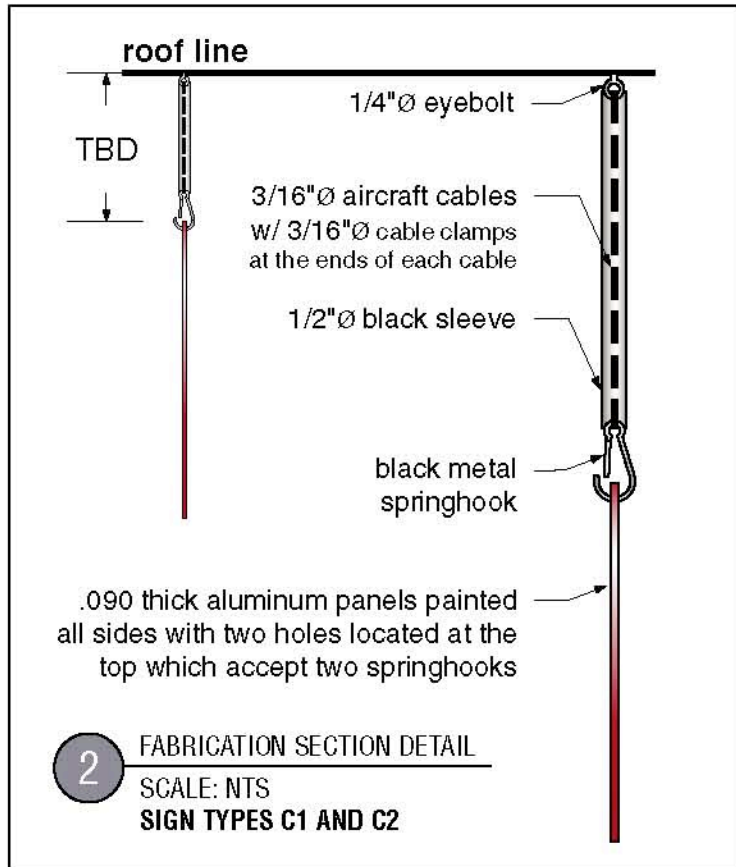
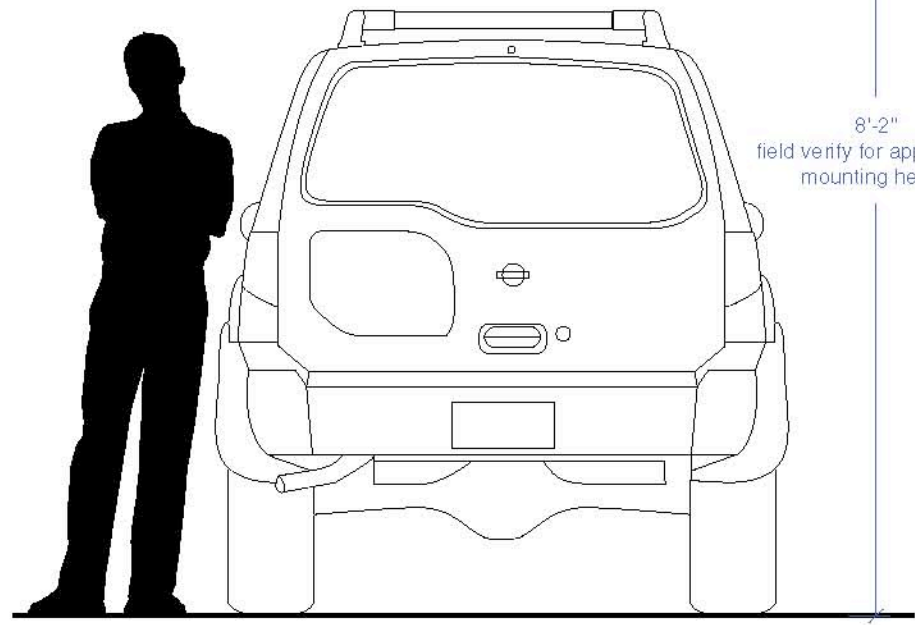
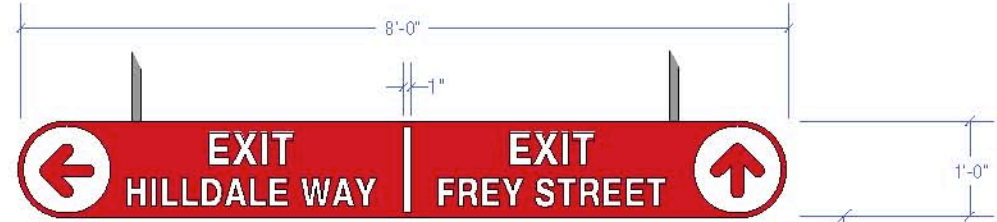
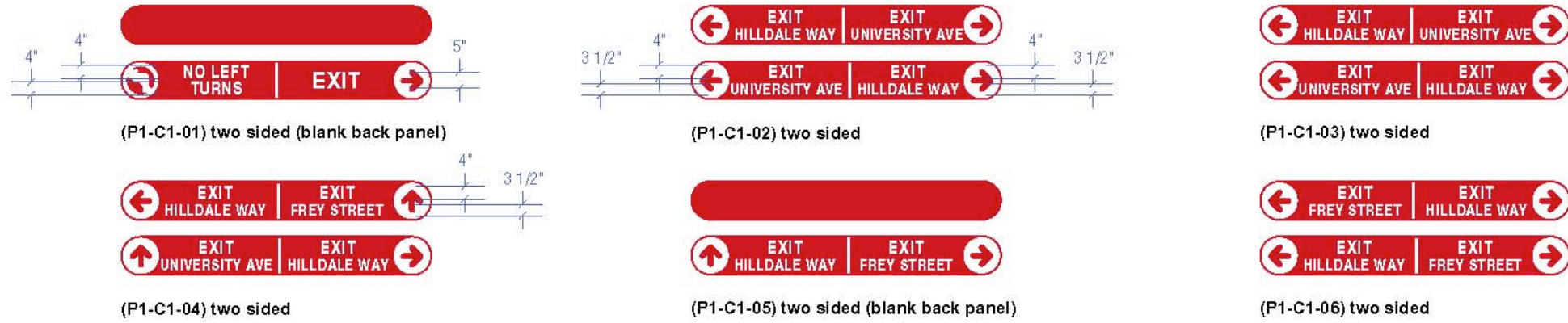
**STEEL STUB-OUT DETAIL**  
SCALE: 1 1/2" = 1'-0"



**PLATE DETAIL**  
SCALE: 1 1/2" = 1'-0"



**SIGN TYPE C1** (Reference Target Fabrication Details further details)



**SIGN TYPE C1**  
Vehicle Directional  
(SCALE: 1/2" = 1'-0")



**SIGN TYPE C1: OVERHEAD SIGN**

Fabricated aluminum cabinet (reference view 2 for fabrication detail) painted red. White type and graphics are reflective vinyl die-cut applied to sign face.

**NOTE:**

Reference Target Property Development's Fabrication Details pages 3.0 and 4.0 for further fabrication details.

