



Signage Variance

Target (T-1060) Refresh
201 Junction Rd
Madison, WI 53717

September 2nd, 2020

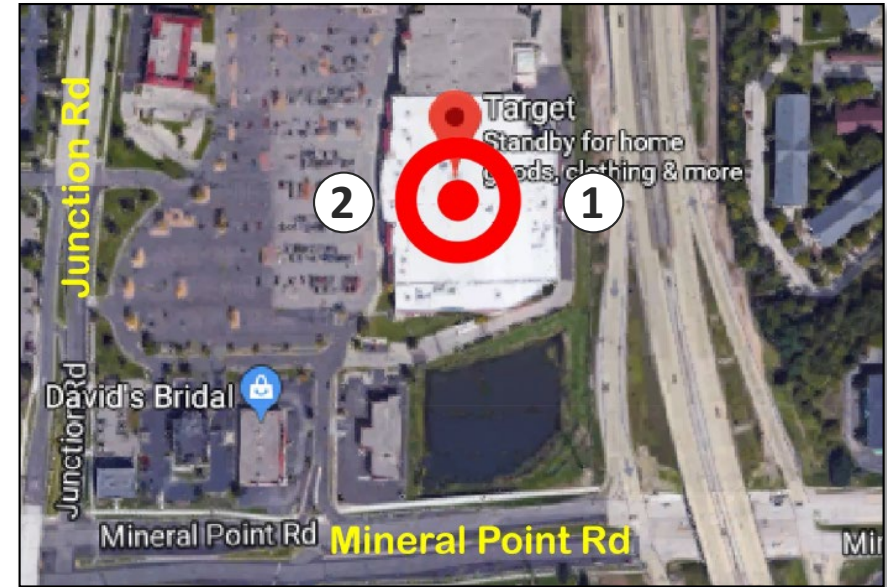
Concept of Improvements

- Provide appropriately sized signage that supports visibility and driver safety
- Create signage that is in scale with the store's size and complementary to the building's architectural design
- Refresh the Target brand to a more contemporary appearance and enhance the customer experience

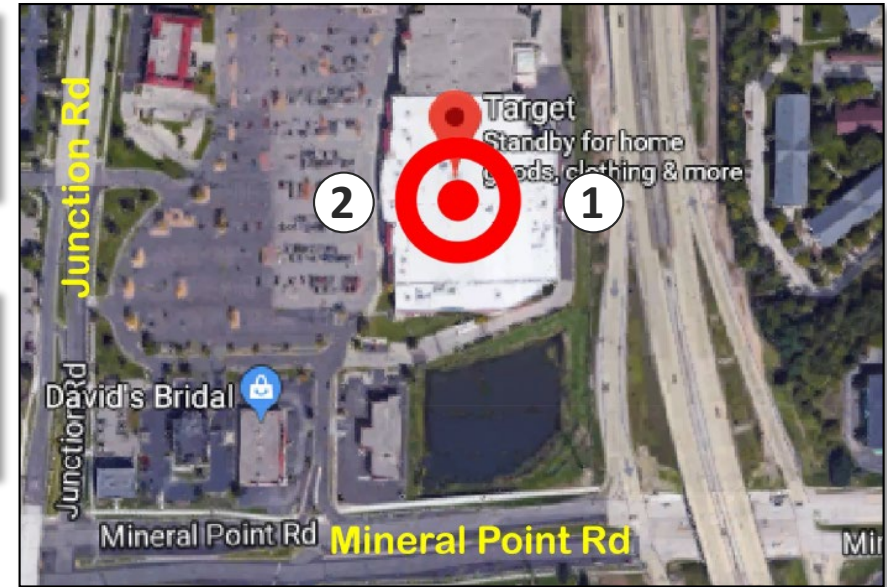
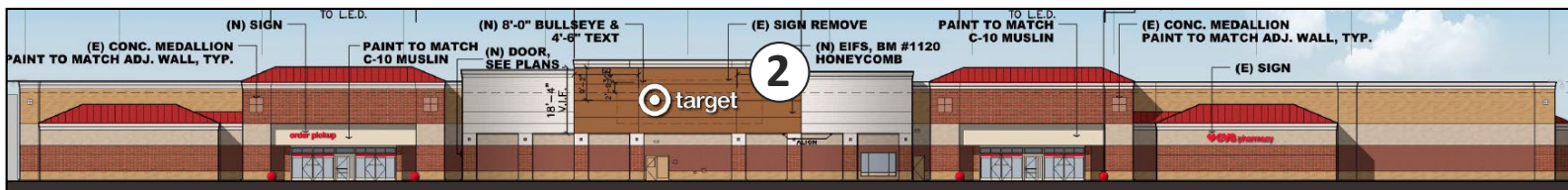
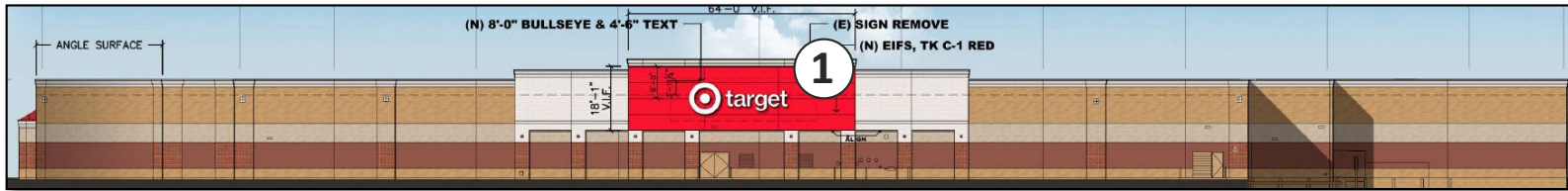


Proposed Signage Improvements: East and West Elevations

- East Elevation
 - Replace the “TARGET” bullseye sign with a new “target” bullseye sign of 177 sq. ft. (1)
- West elevation
 - Replace the “TARGET” bullseye sign with a new “target” bullseye sign of 177 sq. ft. (2)



Proposed Signage Improvements: East and West Elevations



Proposed Signage Comparison: West Elevation

Proposed "TARGET" bullseye sign at size currently allowed by the City Code



Proposed "TARGET" bullseye sign with a 50% increase in maximum permitted area





Thank you!