

MBA, TWINS & TARGET UNVEIL PLANS FOR TARGET PLAZA



A view of Target Plaza looking west.

The Minnesota Ballpark Authority (MBA) Target Corporation (NYSE:TGT) and the Minnesota Twins unveiled plans for the construction of Target Plaza – a new pedestrian bridge and public gathering space connecting Target Field to the heart of downtown Minneapolis.

The bridge spanning more than two acres between 6th and 7th Streets in the Minneapolis Warehouse District will become Target Plaza located on the east side of Target Field – the new world-class home of the Twins scheduled to open in 2010. The plaza will serve as the ballpark’s gateway from downtown Minneapolis.

As announced in September of 2008, the Twins-Target partnership calls for both companies to contribute incremental funds to enhance the overall design of Target Plaza.

"This is a great day for the project," said Steve Cramer, chair of the Minnesota Ballpark Authority. "When we approved the ballpark budget, we said we were focused on getting the fundamentals right, including extending the plaza to 1st Avenue North. The Minnesota Twins and Target Corporation are to be commended for the generous contributions that will ensure we have a world-class public plaza next to a world-class ballpark."

The MBA – the public owner of Target Field and Target Plaza - is working with the Twins to ensure the extension of the plaza pedestrian bridge along 6th Street to 1st Avenue.

Designed by Minneapolis-based Oslund and Associates in coordination with HOK Sport of Kansas City, Target Plaza will start at the corner of 1st Avenue and 6th Street. Fans will arrive at the plaza via an extension of the plaza bridge which provides an on-grade accessible route to the plaza along the north side of the Target Center parallel to 6th Street.

"Target Plaza will welcome fans and create a family-friendly, energetic space for pre-and post-game activities," said Shawn Gensch, vice president of marketing of Target. "Public spaces are vital to our community. Target Plaza will be a wonderful addition to the downtown area and for Twins fans to enjoy for many years to come."

Features of the Target Plaza will include:

- Lining the main east west axis of the plaza is a line of 9-40' tall metal topiary frames with integral benches which will



A view of Target Plaza looking east.

be planted with annual vines that will climb up the topiary structure throughout the baseball season.

- The planted topiary frames will also be lit with LED lights allowing the topiaries to be illuminated in a multitude of colors and patterns and become an integral part of the game and plaza experience adding to the engaging and active experience.
- Each side of the plaza contains a raised lawn panel featuring trees, shrubs and perennials. At the edge of the lawn panel is a seat wall separated by wood benches. Turf areas that support three metal 'visor' shade canopies help to provide shade and a more intimate space along the edges of the plaza. This will provide a welcoming green space in a dense urban environment.
- An oversized cast bronze glove will be placed in the turf area on the north side of the plaza.
- Adjacent to the ticketing area are three "pitcher's mound" planters constructed of the same native limestone as the building and are surrounded with seating.
- The plaza edge along the ticketing area also contains a fan- and player-tribute wall.

Covering the entire south façade of the "B" Ramp is a kinetic wind sculpture by artist Ned Kahn. The art piece or 'wind veil', is a mesmerizing compilation composed of thousands of aluminum flaps that move in the air currents and reveal the complex patterns of turbulence in the wind. The wind veil will be back-lit from below with LED lights which will reflect the light as they move in the wind creating and interesting and ever-changing pattern of light and color.

"The Minnesota Twins are proud to have this opportunity to partner with Target Corporation on the creation of this public gathering place adjacent to Target Field. " Twins Sports Inc. President Jerry Bell said. "Target Plaza promises to be a dynamic addition to downtown Minneapolis – both on game day and non-game days."