



**small
formats**

Target's **small format stores**
provide an exceptional and convenient
shopping experience
**for densely populated areas
and college campuses.**

Big or Small, or everything in between, **they're all Target**

- A curated product assortment provides a more locally relevant experience.
- Integrated services such as Order Pickup, ensure our guests have the full Target experience at their fingertips.

Developer benefits

- **Enhance the profile** of mixed-use projects
- **Key amenity** for residential and office
- **Iconic brand** that drives retail traffic
- **Fortune 50** credit tenant

Target provides a great retail use for mixed-use new and existing properties in dense urban areas and on college campuses.

Store Growth Strategy

- High traffic areas (pedestrian, vehicle, transit)
- Excellent visibility from street
- Existing buildings or new developments
- Flexible parking
- Flexible loading requirements

Urban Neighborhood 10K - 100K sf

- High density neighborhoods (population 40k+ in 1 mile)

Dense Suburban 20K - 100K sf

- 1st and 2nd ring suburbs (population 20k+ in 1 mile)

Campus 10K - 50+K sf

- Large university campuses (full-time enrollment 15k+)
- On or adjacent to campus

***Also considering full-size Target stores in select markets**

Small Format Portfolio

More than 50K sf

- Formerly known as CityTarget
- Includes all categories, curated assortments for neighborhood



LA Westwood



LA Central



LA Beverly



Portland Galleria



Chicago State Street



Seattle Pike Place



San Francisco Central



San Francisco West

Stores open to date

Small Format Portfolio

Less than 50K sf

- Formerly known as TargetExpress
- Curated offering *and* assortment



Tribeca



Cupertino



Washington Square



Dinkytown



Rosslyn



Boston University



Rittenhouse Square



SF East



College Park



Hyde Park



Lincoln Park



Forest Hills



Berkeley



San Diego South Park



Streeterville

Not pictured:

San Francisco S, CA
Highland Park, MN
LA Bixby, CA
Hyde Park, IL
Closter, NJ
Freeport, NY
Elmont, NY
Penn State, PA
Cambridge Central, MA
Marin City, CA
Roxborough, PA

Stores open to date



Berkeley

12,000sf

CAMPUS

BERKELEY, CA

Located one block from the UC Berkeley campus, this store is located on Shattuck, the primary commercial street in the downtown core. A mix of shops, housing, restaurants and cultural venues line the street that, combined with a BART rail stop directly in front of the store, insures a vibrant pedestrian character. The store occupies a corner location with an exterior characterized by large windows with great visibility and excellent sight lines into the interior.





University of Maryland

14,000sf

CAMPUS

COLLEGE PARK, MD

Situated along the busy Baltimore Avenue arterial in a new student residence building, this store is conveniently positioned between the main campus of the University of Maryland and existing student housing, surrounded by a student population of over 37,000.





University of Minnesota

21,000sf

CAMPUS

MINNEAPOLIS, MN - DINKYTOWN

This street level store is in a five-story student apartment complex (316 units) two blocks from the University of Minnesota campus. Glazing on two sides provides natural daylight and ample sightlines to inspiring merchandise as well as our Electronics and college-focused Fan Central. Dedicated ramp parking and ample street parking provide easy access for quick trip shopping.





Penn State

27,000sf

CAMPUS

STATE COLLEGE, PA - PENN STATE

Located one block south of Penn State, this store is part of a new mixed-use development, along the curving & sloping Fraser Street. Large interior window graphics are positioned within long expanses of ribbon windows along Fraser Street, with an interior display window feature facing the campus.



Boston University

16,000sf

CAMPUS



BOSTON, MA - PACKARD'S CORNER

Located across from the Boston University campus, this store occupies an historically-themed, corner facade along busy Commonwealth Avenue. With upper portions of the existing storefront having been closed-up, the Target design re-opens these upper areas, thereby enhancing the sightlines into the store, as well as allowing daylight to flood deeper into the sales floor. The interior décor will be relatively raw; emphasizing the product while reflecting the preferences of our younger college guests.





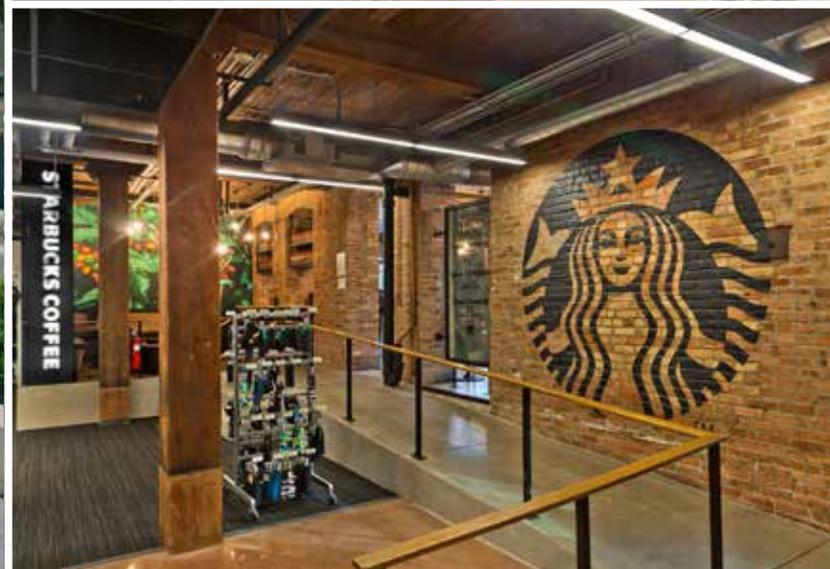
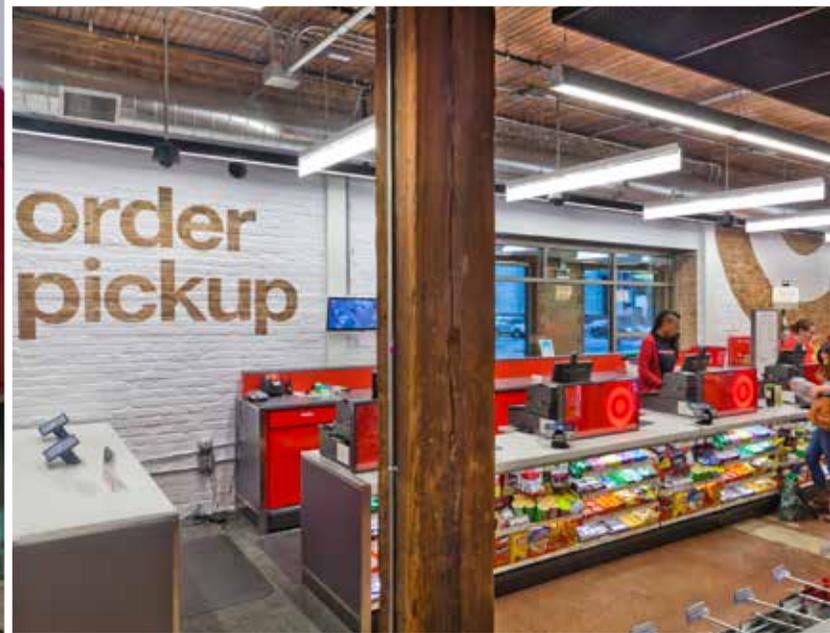
Streeterville

23,000sf

URBAN NEIGHBORHOOD

CHICAGO, IL - STREETERVILLE

Chicago's Streeterville neighborhood includes high rises, office buildings and cultural institutions. Between Michigan Avenue's Magnificent Mile and Navy Pier, it is situated along a main artery for tourists. The store is inside an early 1900s brick warehouse with exposed heavy timber post and beam construction.



Rosslyn

21,000sf

URBAN NEIGHBORHOOD



ROSSLYN, VA

This store is located in the heart of Rosslyn's busy downtown district, just across the Potomac River from Washington DC. The store is highly visible to commuters as they pass by on their way to and from the nearby Metro station, with views of Target's apparel collection through wraparound, floor-to-ceiling glass.





San Francisco

18,000sf

URBAN NEIGHBORHOOD

SAN FRANCISCO, CA

Located at the base of a 20-story historic office building in the heart of the central financial district, this store draws from a large daytime employee base and is one block from Market Street, the busiest transit street in the city. The store occupies the corner of the ground floor and is highly visible thanks to an adjacent urban green space that offers views of the store from a distance. The building is clad in stone and large arched windows grace the exterior of the ground floor offering views to the store interior. The exterior is historically protected.





Washington Square

19,000sf

URBAN NEIGHBORHOOD

PHILADELPHIA, PA - WASHINGTON SQUARE

Located only blocks from Philadelphia's City Hall in the revitalized Washington Square West neighborhood, this store uniquely occupies narrow & deep portions of two adjacent buildings – half existing, half new construction. The décor features patterned vinyl flooring arrival areas, red soffit “clouds”, and impressive local moment wall graphics at both entries, connected with red flooring. Large storefront openings afford great visibility into the store.





Forest Hills

21,000sf

URBAN NEIGHBORHOOD

QUEENS, NY - FOREST HILLS

This store located on the busy retail Austin Street in the heart of a dense residential neighborhood of Queens is a two level store formerly occupied by Barnes and Noble. The store is very inviting to the bustling sidewalk traffic with protective red awnings and views to the sales floor through large windows. Store is very accessible with nearby public transportation, ample parking on the street and in adjacent valet lots.



Tribeca

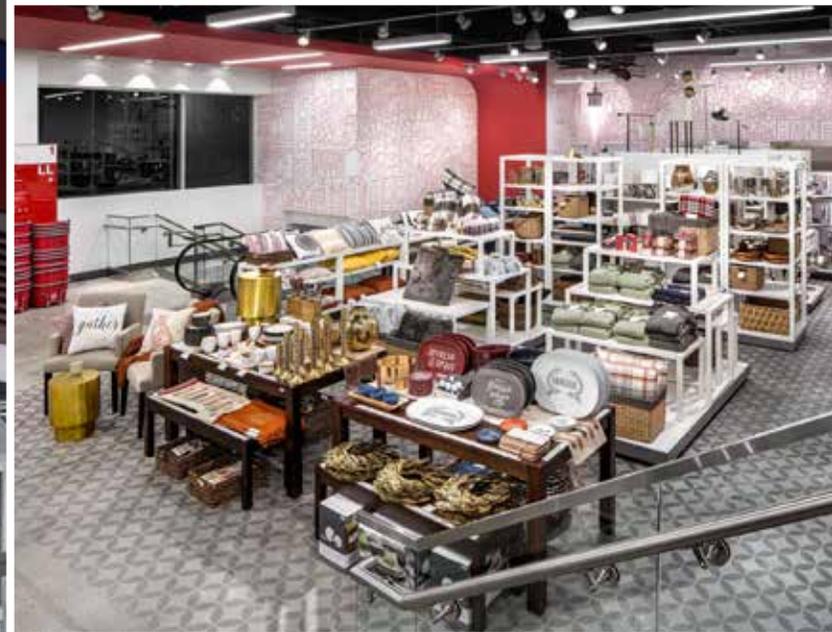
45,000sf

URBAN NEIGHBORHOOD



NEW YORK, NY – TRIBECA

This store is located near the financial district, less than two blocks from the 9/11 Memorial Park. On the smaller street level of the two-level store, apparel and home are showcased along with a unique NYC café, Chobani. A full store assortment fills the lower level as well as a CVS pharmacy. With a focus on integrating into the neighborhood, work from a well-known local artist is incorporated throughout the store.



Philly Rittenhouse

23,000sf

URBAN NEIGHBORHOOD



PHILADELPHIA, PA – RITTENHOUSE SQUARE

This two-level, urban neighborhood store, located in the Rittenhouse district of Philadelphia, is part of a mixed-use development, where the existing two story historic façade along S. 19th St. is preserved, with new facades designed to complement the existing. The Chestnut St. entry is part of an impressive two story curtainwall, allowing sightlines into both Target floors and the open red staircase.



Cupertino North

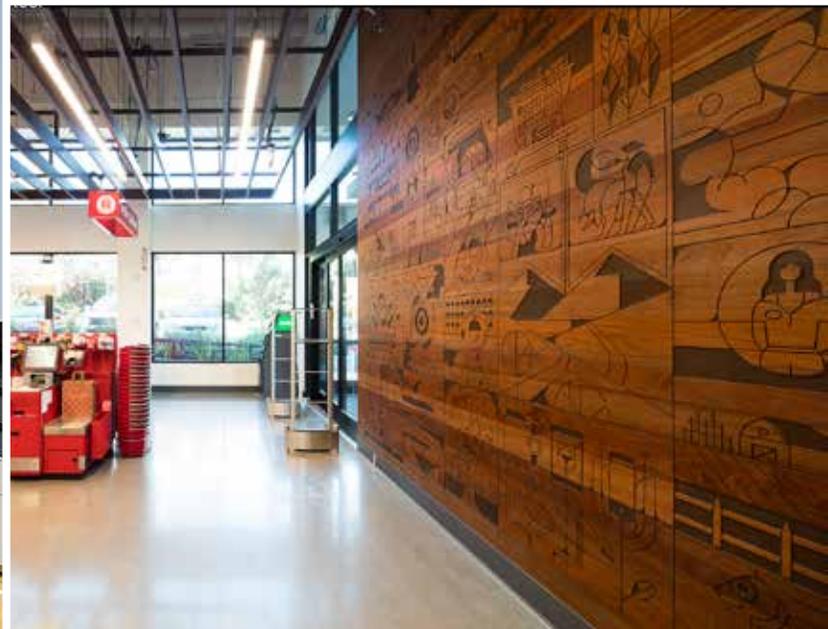
22,000sf

DENSE SUBURBAN



CUPERTINO, CA

Located in the new Cupertino Main Street retail center stretching along Stevens Creek Boulevard, this mixed use center includes a hotel, apartment units, office space, garage and surface parking and a number of shops and restaurants. It will be linked via shuttle buses to the nearby Apple Headquarters Campus, which is opening in the near future. The store is characterized by tall ceilings and abundant windows and has great natural light.





SAN DIEGO, CA - SOUTH PARK

Part of the historic and tightly knit South Park neighborhood in San Diego, this store occupies a former grocery store whose corner location is the hub of the local commercial district, characterized by small and unique local shops. The store has a distinctive curving roof with a glass façade that faces west to the surface parking field. The Target conversion makes minimal exterior modifications to the exterior, maintaining a local landmark and preserving its transparency and openness to the neighborhood.



South Park

18,000sf

DENSE SUBURBAN



Lincoln Park

33,000sf

DENSE SUBURBAN

CHICAGO, IL - LINCOLN PARK

Located in the Lincoln Park neighborhood of Chicago, this urban store is located on a busy retail artery and at the ground level of a 4-story residential building. A long façade of storefront glass reveals playful interior décor, wallpaper designed by a local Chicago artist, and Starbucks and Freshii food offerings.



Cambridge Central Square

23,000sf

URBAN NEIGHBORHOOD



CAMBRIDGE, MA

Located in the Central Square district of Cambridge, MA, this two-level store is close to both M.I.T & Harvard campuses. A branded open staircase provides a spacious connection between both sales floors, and local artwork accents the checklanes. The façade is enhanced by the addition of a continuous red sign band, thin red awnings, and new painted finish, all of which unify and announce the building to this thriving Cambridge neighborhood.



Hyde Park

20,000sf

DENSE SUBURBAN



CHICAGO, IL - HYDE PARK

Exterior cantilevered extensions and recesses create a dynamic mix of horizontal and vertical lines in this new residential tower. Located at the base, this store is just minutes from the University of Chicago and across from Nichols Park. The interior features exposed ceilings and local art highlighting Hyde Park landmarks.



Marin City

50,000sf

DENSE SUBURBAN



SAUSALITO, CA

Located west of the Golden Gate Bridge in San Francisco, with good visibility and access from the freeway, this store is characterized by a tall ceiling with exposed wood structural beams. The ceiling is punctuated by a grid of skylights providing ample natural light to the sales floor, while the open interior provides excellent sightlines to the merchandise.



Roxborough

47,000sf

DENSE SUBURBAN

ROXBOROUGH, PA

A former Superfresh grocery store, this simple masonry box has a unique curved glass & metal entry element that hosts a large bullseye. The interior layout resembles a small-sized, prototypical Target store, with a large red canopy over the checklanes, and continuous local moment graphics along the rear store wall.



Merchandise Assortment

Signature categories – style, wellness, kids and baby – in which guests expect Target to be a leader, are positioned to fulfill the needs of each unique location’s attributes. The assortment may include smaller pack sizes and items geared toward instant consumption, like grab and go sandwiches and fresh food, with inspiring moments of discovery in both essential and discretionary categories. The flexible format stores also offer convenient order pick up and showcase the best of Target’s offering, both In Store and Online.

Localization

The flexible format stores offer customized assortments and services to create a personalized, locally relevant shopping experience based on guest priorities. Examples of how these stores are incorporating the local flavor include artist collaborations, apparel that has a nod to area highlights, and local food partnerships. The goal is to celebrate the community of each store.



Apparel



Beauty



Home



Grocery / Grab & Go



Mobile



Pharmacy & OTC



Household Care



Starbucks



Seasonal

Amplification Strategies: Brand Space



Amplification Strategies: Guest Mindset



Amplification Strategies: A&A 2.0



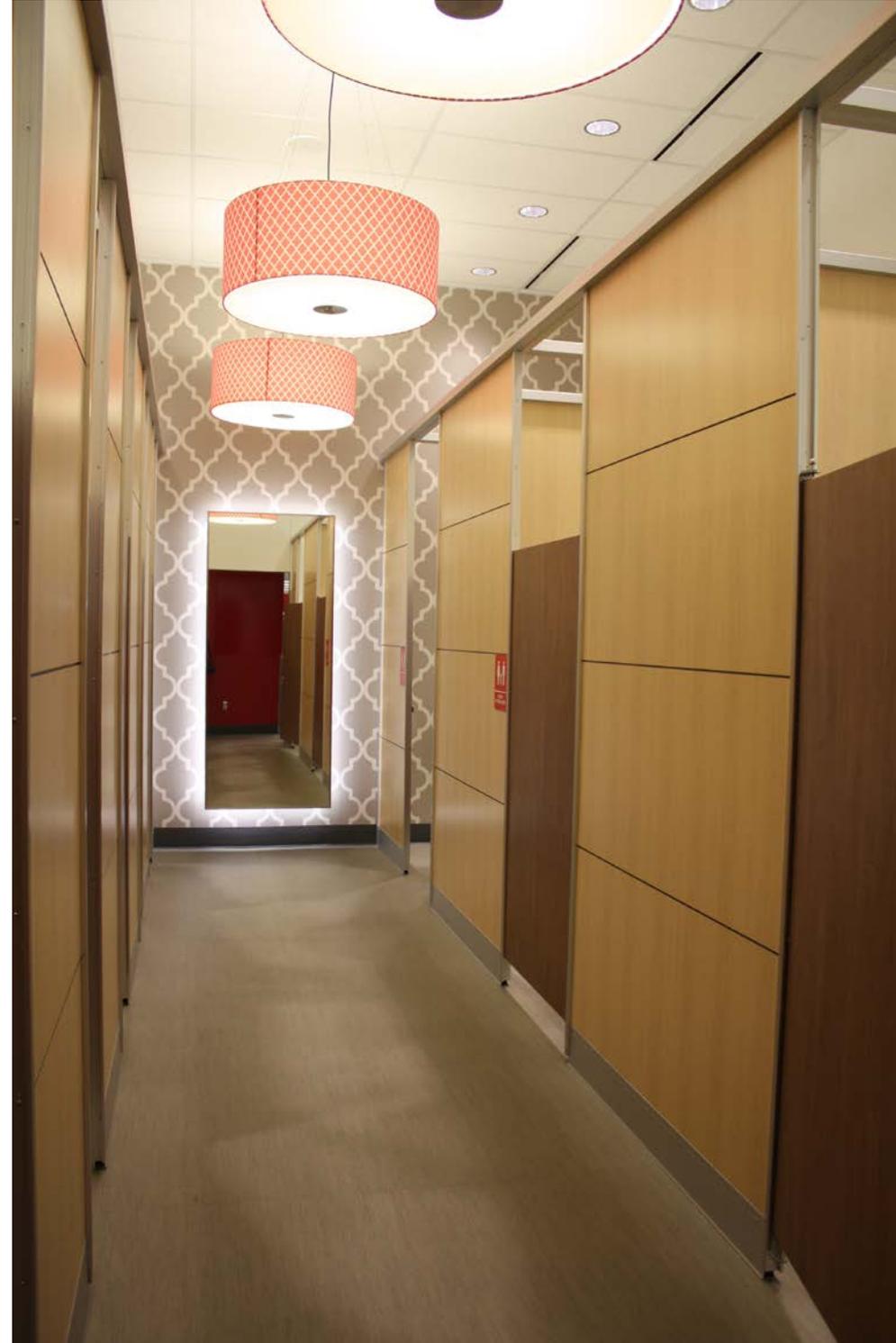
Amplification Strategies: Kids Space



Amplification Strategies: Backyard / Fan Central



Amplification Strategies: Fitting Rooms



Amplification Strategies: Home Innovation



Amplification Strategies: Home / Seasonal Corner Presentation



Amplification Strategies: Beauty Blowout



Amplification Strategies: E&E



Amplification Strategies: Grocery Transformation





Amplification Strategies: Starbucks



Amplification Strategies: Checklanes



Amplification Strategies: Self Checkout



Amplification Strategies: Service Area & OPU

