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

<table>
<thead>
<tr>
<th>Urban Neighborhood</th>
<th>Dense Suburban</th>
<th>Campus</th>
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</thead>
<tbody>
<tr>
<td>10K - 100K sf</td>
<td>20K - 100K sf</td>
<td>10K - 50+K sf</td>
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<tr>
<td>High density neighborhoods (population 40k+ in 1 mile)</td>
<td>1st and 2nd ring suburbs (population 20k+ in 1 mile)</td>
<td>Large university campuses (full-time enrollment 15k+)</td>
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<td></td>
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<td>On or adjacent to campus</td>
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*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

Stores open to date
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
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.
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.
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.

University of Minnesota
21,000sf
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.
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.
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, 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, 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.
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.

Washington Square
19,000sf
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.

Forest Hills
21,000sf
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.
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.
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.

Lincoln Park
33,000sf
DENSE SUBURBAN
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.
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.
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, 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.
Amplification Strategies: A&A 2.0
Amplification Strategies: Kids Space
Amplification Strategies: Self Checkout