

## **Target T0323 Cupertino Remodel Project Scope**

The Cupertino Target remodel is a complete refresh of the existing retail store at 20745 Stevens Creek Boulevard. It will include work at the building interior, exterior and site related improvements. This remodel is at the forefront of a Target initiative to provide the retail guest with the latest innovations and trends for merchandise presentation and delivery.

### Prior Planning Approval TR-2016-38, A8A-2016-07

In an ever-changing competitive retail landscape, Target is always looking for separators and better ways to provide guests with the best shopping experience. As part of this effort, the Cupertino store was originally redesigned around a test program looking at different exterior and interior designs that signal to guests there is something new and bold going on inside with merchandise innovations. A planning application package was approved by the Planning Commission on 9/26/2016. More recently, these specific test designs and certain scope elements have been cancelled and replaced by a more uniform National Remodel Program. After field testing different models and scopes around the country to understand what works and provides the most value, Target has set upon a more refined scope of work across all stores to maintain a level of brand consistency. Nevertheless, the Cupertino Target store is an important location that warrants unique features commensurate with the community it serves. As such, Target plans to provide enhancements as described in the following narrative.

### Proposed Designs

Site work at the property edges will include enhanced sidewalk paving along Stevens Creek and Saich Way with the existing bus shelter integrated into the new design. Landscaping throughout the site will be evaluated and replaced, if in poor condition. The parking lot paving will be cleaned and re-stripped. New EV parking stalls will also be added to the parking field in the west lot. The existing monument sign along Stevens Creek will be refaced with Target's latest brand design.

The building exterior will be redesigned with particular emphasis on the entry experience. There will be multiple entries for guest convenience located on 3 sides of the building and a fourth access point for merchandise delivery to the car.

The existing primary entry at the south elevation will be removed and a new modern wing-like canopy added to the southwest corner with guest entries below the canopy on both the south and west sides of the building. In front of the west entry there will be a landscaped plaza that will have seating for Starbucks patrons and guests to relax and provide a break from shopping. The proposed canopy bisects the facade at a dynamic angle that visually lifts and emphasizes the corner approach to the store. The same angled detail traces continuously along the major building facades, reinforcing the entry statement and visually breaking up the long perimeter walls.

There will be a convenience entry on the east side of the building for guests to walk into the store to pick up orders made previously online. This entry has an interior link to a pickup door at the southeast building corner, where there will be a pull off lane cut into the sidewalk, allowing guests to have merchandise delivered directly to the car. All the entries will be characterized by wood like finishes and increased glazing for visibility into the store.

Public art is prominently located at the corner adjacent to the entries facing the west and south parking fields. The art will wrap the corner and be a welcome visual feature for guests as they pass by.

The redesign of the south building elevation will be characterized by increased glazing facing Stevens Creek Boulevard for greater transparency and a more inviting appearance. Exterior materials will include wood like phenolic cladding, painted stucco and the metal canopy. New bullseye signs will be located on 3 facades at the building entry points. Landscaping will punctuate the front façade along the length of the building, integrated into the sidewalk paving.

The north building elevation facing Alves Drive will also be redesigned to soften the building appearance by adding green screen with vines and landscaping. It will provide a calmer view for the residents across the street.

The overall impression of the remodel design will be of a modern building with a warm and appealing presence through the use of exterior finishes and landscaping. It will be more open to Stevens Creek and encourage guests to arrive to the store via walking and biking, connecting via pedestrian paths from the public right of way, while continuing to accommodate auto traffic. It will remain as a strong retail partner along Stevens Creek Boulevard to complement the new breadth of commercial, office and residential development in the City of Cupertino.