



TARGET ANNOUNCES TWO NEW STORES IN BAY AREA

Nov. 12, 2018 – Today, Target is announcing plans to open two small-format stores in the Bay Area, one at 27th Street and Broadway in Oakland and the other on Folsom St. in San Francisco’s South of Market community. Projected to open in 2019, these two locations will be Target’s 35th and 36th open or planned stores in the Bay Area.

“Target’s new stores in Oakland and the South of Market neighborhood will reach additional Bay Area residents with a convenient and inspiring shopping experience,” said Mark Schindele, senior vice president, Properties, Target. “Whether guests are looking for essential items or want to discover something new, these stores will provide a one-stop shopping experience with an assortment curated for the community.”

Nationwide, Target is reaching new guests by opening small-format stores in urban areas, dense suburban neighborhoods and near college campuses – places where a full-size Target store may not fit. These stores offer a shopping experience and assortment that is tailored to meet the needs of area guests. Both stores will offer an assortment that guests expect to find from Target, and services like Order Pickup – where guests order online and can pick up in a store within the hour – to make shopping easy and convenient.

The 27th and Broadway store in Oakland is located near Lake Merritt and will employ up to 65 team members. Target signed a lease for the 33,000-square-foot store with The Hanover Company. Lockhouse Retail Group represented both Hanover and Target in the lease transaction.

“The Hanover Company is thrilled to welcome Target to Hanover Broadway, which will perfectly complement the mixed use vision for the Broadway Valdez area. This store will give local and future residents easy access to a high-demand amenity, and we look forward to Target becoming an integral part of the community,” said Scott Youdall, Development Partner for The Hanover Company.

The San Francisco Folsom store at 1690 Folsom St. is near the Central Freeway and will employ up to 100 team members. Target signed a lease for the 40,000-square-foot store with Harrigan Weidenmuller Co.

“We’re excited about this partnership with Target that brings a convenient retail option and much-loved brand to the neighborhood, adding to the buzz on the city’s iconic Folsom Street,” said Brian Muller, vice president, Harrigan Weidenmuller Co.

Exterior renderings of Target’s 27th & Broadway and San Francisco Folsom small-format stores are available for media.

Target Public Relations contact:

Kali.Dingman@target.com

612-761-3237