

Photos: Target unveils new Katy-area store with newest, larger design

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Target Corp. (NYSE: TGT) has unveiled its latest store design in Houston once again.

The new store in Elyson, a master-planned community by San Diego-based Newland, opened Nov. 10, a spokesperson confirmed to the Houston Business Journal. Located at 22165 FM 529, near the Grand Parkway and Freeman Road in the Katy area, the new store is significantly larger than current versions, offering up more space for both in-store shopping and same-day fulfillment services.



Entrance to Target's new store in the Katy-area community of Elyson

The Minneapolis-based retailer's [A Bullseye View blog](#) shows off renderings of the new store design, which comes in at about 150,000 square feet in size, roughly 20,000 square feet larger than the average Target — and much larger than the smaller-format Target stores that the company has been opening in recent years.

Target said that it will continue to open stores of all sizes but will focus on this larger footprint in the next few years. It'll also incorporate elements of the design in remodels of existing stores.

The new stores will have larger windows to allow more natural light and incorporate locally specific design elements. They'll also have space for Target's retail partners, such as Apple, Disney and Ulta Beauty, as well as Target's overhauled grocery sections.

But not all of the larger square footage is going to wider or additional aisles. The new design expands by five times the space given to handle fulfillment services. Target's individual stores are responsible for handling 95% of the retailer's digital orders, the company says.

The design also includes additional space for drive-up pickup offerings — a service that [was a big success](#) for Target during the Covid-19 pandemic.

"Target's stores are at the heart of how we deliver for our guests, whether they browse the aisles, shop online or stop by for same-day services like Order Pickup and Drive Up," [John Mulligan](#), Target's executive vice president and COO, said in a [statement](#).

Target said earlier this year that it plans to invest as much as \$5 billion this year on new stores, remodeling efforts and other measures. Almost all the 30 new stores and 200 remodels planned for next year will incorporate features of the new design.

Target seems to like the Houston area for store debuts; it also unveiled its previous store design at [the 124,000-square-foot store inside Aliana Market Center, which opened in 2017](#). The Richmond store features two distinct entrances and a more modern look than previous locations.

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