

**MEMORANDUM**

TO: Merrick Turner, BETA Group  
FROM: Michael Sinesi, Kao Design Group  
DATE: 1 March 2013  
PROJECT: USW 1217 - University Station Westwood  
SUBJECT: Architectural Peer Review, Target Retail Design Comments

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Dear Merrick,

Pursuant to our meetings and conference calls with the Applicant, their Consultants and the Town, kindly find our comments with regard to the proposed plans, elevations and overall design for the Target Retail store development at University Station in Westwood.

As Peer Review Architect, I participated in the following:

- Thursday 10<sup>th</sup> January 2013 at 10:30 am, and on Monday, 4<sup>th</sup> February 2013 at 10:30 am attended presentations by Target at Westwood DPW (Carby Street) to review design progress and make commentary.
- Wednesday 23<sup>rd</sup> January 2013, participated in telephone conference call with Target, BETA and the Town of Westwood.
- Tuesday 12<sup>th</sup> February 2013, attended presentation and Planning Board Review Hearing at 8:00 pm at The Downey School and made public comment on the revisions made to date.

It is noteworthy that through this process of review and discussion, the Applicant and their design team have been forthcoming and have made strides toward the improvement and the integration of their design into the whole of the University Station project.

The initial design presented for review was linear, flat and quite ordinary, whereas the latest facade designs appear to respond to comments to bring variation, interest and complexity to the elevations.

Clearly the proposed Target retail store façade is intended to be modern and contemporary; a unique design that maintains a brand identity. It is important, however, that this design share motifs, materials, colors and scale with the surrounding retail spaces of University Station.

The Target retail store design team has addressed these itemized issues.

- Corner Element and Motif:

- The corner of the Target store building is now defined by this signature backdrop and includes a proposed circular space with bench and flower bed.
- White Target Sign Wall: This element anchors the corner and acts much like a tower. The white wall balances the overall façade and defines the Target retail store by relating to the Target store main entrance white sign wall.
  - The white sign panel wall will emphasize mass and focal point, anchoring the corner.
- The corner element serves to counterbalance the Café at Wegmans and provides a backdrop for the arrival sequence to the retail parking area.
- Window display shadow boxes:
- These elements provide a visual interest at the corner and have been added in lieu of windows.
  - \* Visual access into the store from the exterior is preferred.
- Corner seating space: The corner space provides a welcome place to define the arrival at the Target retail store location.
  - \*It is recommended that the space and surrounding walls be configured to allow for safe pedestrian use when crossing the roadways/drives.
- Façade elements integrated to the sidewalk paved surfaces: Design forms, colors and elements should be integrated between the façade and the sidewalk, to unify the spatial experience. The use of subtle logos, banding and textures enhances the experience.
  - \*This area requires further development.
- Right Elevation (facing the small parking area):
  - The modulation of elements along this elevation has been improved so as to provide interest, character and scale, and to reduce the otherwise monolithic and plain surface.

Further review and on-going coordination is highly recommended for the integration of the Target retail design with the other adjacent retail spaces. The following is proposed:

- Materials:
  - Target should use and integrate the more richly detailed and colored stone product as shown by Allevato Architects, Inc. for use throughout the shopping center, rather than the product currently shown for use at Target. This will help to achieve the level of consistency among the buildings required pursuant to the bylaw's design standards.
  - Target should coordinate with Allevato Architects, Inc. to achieve consistency and harmonious integration of materials, colors and textures between buildings.
  - Materials should be used in ways to support and best relate to specific to design features.
  - Coordinate storefront window systems to provide a unified approach to glazing, colors and scale of the facades from location to location.
- Display Boxes:
  - Target should present a well-developed concept for the use of the large display boxes. Planning Board members expressed concern that these significant features could appear static and tired over time. They see a need for something more than the proposed wallpaper effect. Board members envision these display boxes as an appropriate place for changing display graphics that could reflect the store's marketing campaigns, in a manner similar to a traditional storefront. They respect Target's desire to maintain a minimalist approach, and to reduce operating costs associated with upkeep of the display boxes, but feel that the current proposal is very much a missed opportunity.
- Parapet Roof Line:
  - Target should strengthen the character of the parapet roof line:
  - Improve, integrate and adjust the material color of the fascia thickness at the el. 20' line, to provide a more harmonious relationship with the surrounding context.

- Match the wall and fascia colors with those at other retail locations so that the composition remains modern, clean and contemporary and contrasts with the overall project design.
- The Store Entrance:
  - Coordinate with Allevato Architects, Inc to integrate the Target store mullion and framing material and color with the overall project design.
- The Proposed Roof Scope:
  - Identify and organize the proposed rooftop equipment as this will certainly be viewed from the proposed Office Development to the north.
  - Screen and/or paint the rooftop equipment to match a standard color to further reduce the presence, scale and influence of the equipment.
  - Coordinate and integrate the color of the roof with the other retail developments.
- Sustainable Roof-scape Development Opportunity:
  - A *Green Roof* design or Photo-voltaic (PV) array should be considered.
  - Benefits include:
    - Tax incentive
    - Reduced power consumption
- Improving the Human Scale.
  - Add elements that addressed people such as pedestrian activated “events” along the length of the façade and the sidewalk to break up the repetitiveness of the solid building faces (elevations).
    - Covered walkways.
    - Seating areas
    - Information kiosks/notice boards.
- Site Signage:
  - It is understood that the signage will be:
    - Target at main store entrance
    - Target at corner
    - Pharmacy at main entrance
  - Will Target have a signage pylon along University Avenue?
  - Will the signs be illuminated?
- Site Lighting:
  - How is lighting to be addressed?
  - What is the “family” of lighting types?
  - Will the exterior Target lighting be sustainable (shielded / dark sky compliant)?

Please let us know if you have any additional questions or comments. We look forward to the opportunity to meet to discuss this matter further.

Many thanks,  
Cheers,  
KAO DESIGN GROUP

Michael Sinesi, AIA  
Design Director