



April 20, 2022

Town of Hanover  
Planning Board  
550 Hanover Street  
Hanover, MA 02339

RE: T-2532 Target Hanover Drive Up Expansion – Project Narrative

To Town of Hanover Planning Board,

On behalf of Target, Kimley-Horn is pleased to submit the proposed scope of work for the Site Plan Approval Application for the Drive-Up Expansion at the existing Target retail store located at 1167 Washington Street, Hanover, MA. With guest needs changing, Target has identified an opportunity to better serve them with “Drive-Up” options where guests purchase merchandise online and picks up at a physical store location. Drive-up services have been a critical option during the pandemic as contactless delivery and reductions in person-to-person interaction help prevent the spread of the virus. This option reduces the time a guest is required to spend at the store which reduces the amount of parking needed to serve the same number of guests and creates operational efficiencies.

To ensure the prompt loading of the guest’s vehicle, each space is designed similarly to an ADA Accessible Passenger Loading Zone. This requires more physical space than a general-purpose parking stall and the conversion of existing parking facilities results in the net loss of parking spaces on-site. Due to the utilization and efficiency of Drive-Up stalls, the reduction in demand for parking will more than offset the reduction in spaces.

This project involves expanding the designated Drive-Up area that service guests who place online orders for Target team member delivery to their vehicles. In addition, there will be two (2) parking lot shade canopies covering the 24 drive-up stalls and one drive aisle canopy (See Canopy Exhibit). The construction documents included identify the existing drive-up area to be relocated, the proposed drive-up area, and placement of the canopies.

The proposed improvements consist of restriping (32) existing parking stalls into (24) new striped “drive-up” designated parking stalls with side loading areas to be installed with (24) post/panel drive-up signs, one at the head of each stall. The alterations include Target team member curb ramp, crosswalk and necessary stop control (as needed) for access to drive-up parking areas. Design will provide a 6’ walkway between parking stalls for team member access to each stall. The work is designed to avoid conflicts with existing infrastructure but may impact some landscape planters and site lighting on a case-by-case basis.

Canopies are proposed over the drive-up stalls to provide relief for the guest shopper and the employee from sun, rain, and snow. Further, the canopy serves as a means of providing clear, directional wayfinding for guests which eliminates driver confusion when looking for stalls onside and encourages a smoother flow of traffic for drivers and pedestrian safety. Canopies will include LED lighting design and WiFi. Parking canopy signage (see attached standard details) will include: One (1) Drive-up logo (car)

attached to the center canopy beam facing the parking lot and two (2) "Drive-Up" lettering signs attached to the canopy beam. All columns will receive aluminum panel wrap with backlit "Drive-Up" acrylic lettering.

Should you have any questions, please do not hesitate to contact me directly at 617-466-6357 or [carissa.mak@kimley-horn.com](mailto:carissa.mak@kimley-horn.com).

Sincerely,



Carissa Mak, EIT  
Civil Analyst