

PHOTOS: Take a Tour of the New Target in Downtown Brooklyn

By [Alexandra Leon](#) | January 25, 2017 9:45am
[@alexandraaleon](#)



Target's new "flexible format" store at 445 Albee Square West in Downtown Brooklyn's City Point complex will be geared toward those living in smaller apartments. [View Full Caption](#)
DNAinfo/Alexandra Leon

DOWNTOWN BROOKLYN — Target opened its newest outpost Wednesday at the sprawling [City Point](#) complex, marking the big-box retailer's latest foray in the Big Apple.

While the new 125,000-square-foot store is smaller than the [Atlantic Terminal](#) location just six blocks south in [Fort Greene](#), the space is comparable in size to the average Target, which comes in at about 135,000 square feet, a spokeswoman said.



The new store was designed in the retailer's "flexible format," featuring items that cater specifically to New Yorkers, spokeswoman Kristy Welker noted.

These include home goods for smaller apartment spaces, as well as clothing, toys, supplies and accessories for children and parents.



Some items are also geared toward commuters who walk and use the subway, including smaller bags of pet food and single rolls of paper towel.

Similarly, the electronics section is catered to customers on the go, with a smaller selection of large electronics like TVs and a focus on mobile electronics like cellphones and tablet computers.



The store also houses a grocery section with fresh organic produce, a Starbucks and a CVS Pharmacy.

In addition to its regular checkout stations, the store has 15 self-checkouts and a station where customers can pick up online orders.

“I think this is made perfectly for us to get guests in and out on their lunch break, before they go home, get the kids, make dinner,” said the store's team leader, Jason Stocchetti. “We’re set up for speed.”

The location marks the fourth Target in Brooklyn, joining other new businesses like the recently opened [Alamo Drafthouse](#) and Century 21 at the City Point complex.



The store will be open every day from 7 a.m. to midnight, while the Starbucks will be open from 7 a.m. to 9 p.m. and the CVS will be open Monday through Friday, from 8 a.m. to 8 p.m., and Saturday and Sunday from 9 a.m. to 6 p.m.

The store will hold its grand opening on Sunday, handing out free reusable shopping bags to the first 1,000 guests.

Photos by Alexandra Leon.