

Case File No. 15-0049



The image shows the exterior of an At Home store during the "blue hour" of dusk. The building is a modern, multi-story structure with a dark, charcoal-colored facade. The "at home" logo is prominently displayed in large, white, three-dimensional letters on the upper part of the building. The letter "h" is replaced by a blue silhouette of a house. Below the logo, there is a large glass entrance area with a dark overhang. The sky is a mix of deep blues and soft oranges from the setting sun, with scattered clouds. Green trees are visible in the foreground and to the right of the building.

at home

At Home

The Home Décor Superstore

Company Overview

- Specialty concept providing home décor for every room, every style, at everyday low prices
- Big box format offering thousands of square feet dedicated solely to home décor
- 50,000 SKUs offered at value price point
- We have 81 stores in ~50 markets across 21 states
- Rapidly expanding in the South, Midwest and Mountain West states
- Opening 16-20 new stores in 2015



at home

Complete Brand Transformation

- Changed brand name to At Home
- Developed a clean, neat & organized store
- Eliminated non-core merchandise & broadened the assortment
- Introduced vignettes to demonstrate the endless possibilities
- Focused customer acquisition & retention through reintroduction of advertising
- Updated website to better reflect brand and showcase depth of product
- Developed new store labor model to improve customer service and store merchandising standards



Our Customer

Diverse Customer Base

Every Ethnicity represented
80% Women
50% Married with children
45 Mean age
20% Under 30

Spans Wide Income Bracket



Passionate About Our Stores

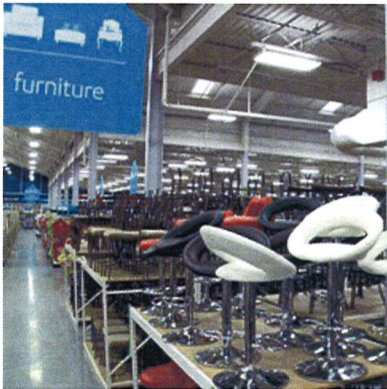
2+ Hours spent in store
4x Shops with us annually
Shops With friends and family



And We Have the Store for Her



Large Scale
Format
Unparalleled
Assortment



Every Room, Every Style

Assortment

- Largest assortment across all major home décor categories, amongst all big box retailers
- We have something for everyone by offering all home décor styles
- Offer physically larger product that others are space-constrained from offering

Out-Assorting



at home
The Home Décor Superstore.

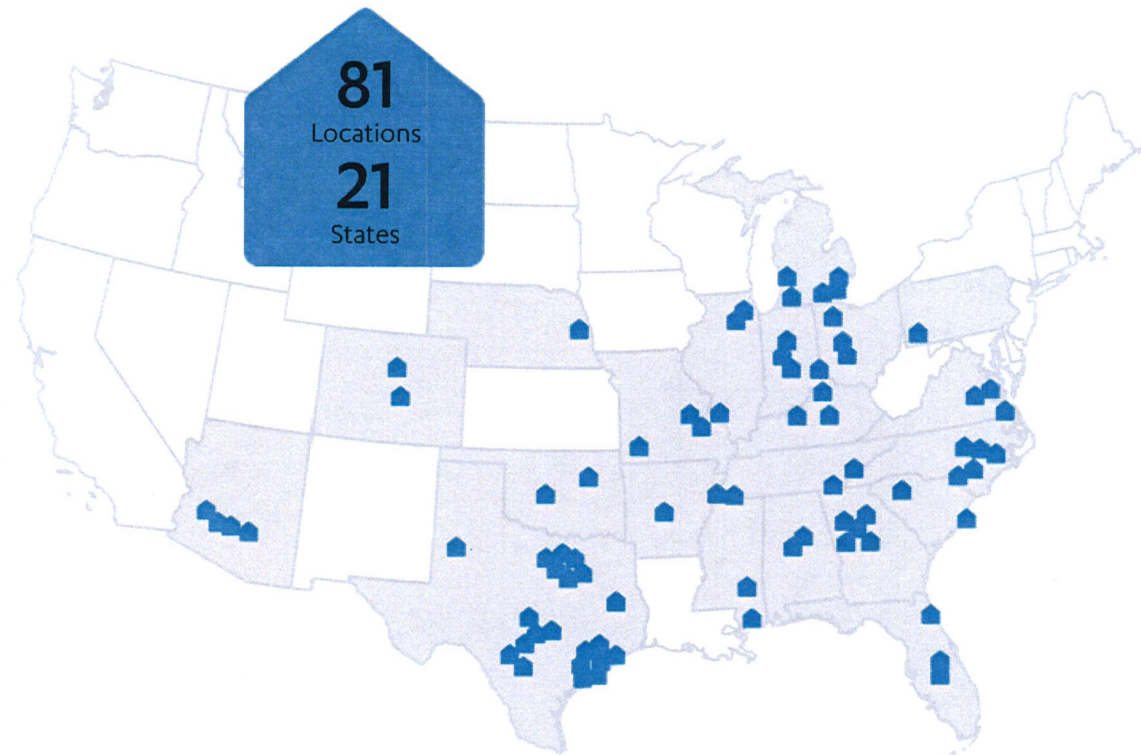
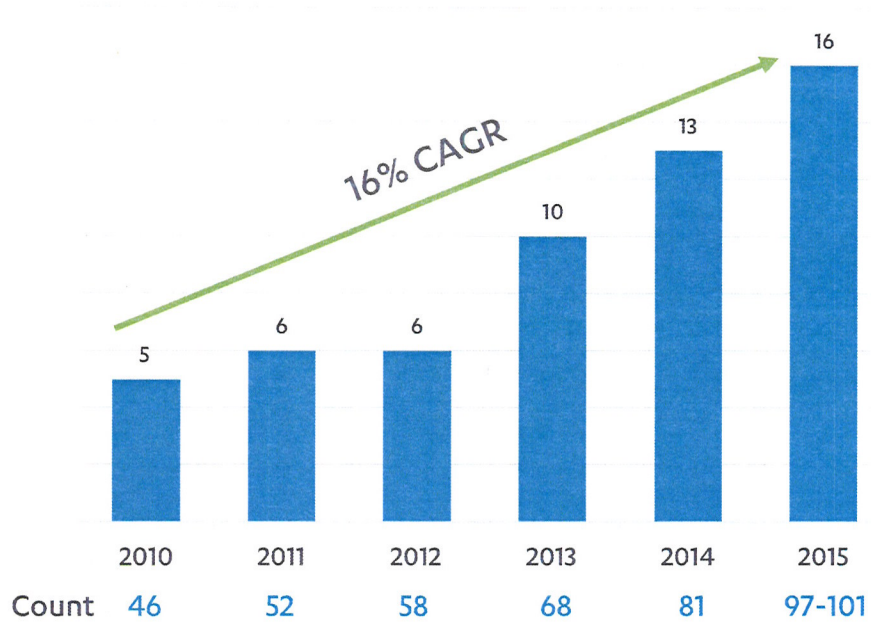
Differentiated
Model

Linear Feet	640 Feet	20x
# Styles	65	~6x
#Units / SKU per Store	15	2-3x

at home

Company Growth

New Store Openings



at home

2014 New Stores



Jenison, MI



Kalamazoo, MI



Live Oak, TX



Corpus Christi, TX



Durham, NC



Peoria, AZ



Buford, GA



Tempe, AZ



Toledo, OH



Phoenix, AZ



Memphis (South), TN



Orange Park, FL



Ypsilanti, MI



Springfield, MO



Pflugerville, TX



Pharr, TX

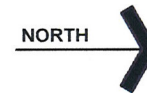
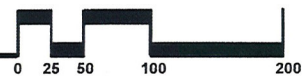
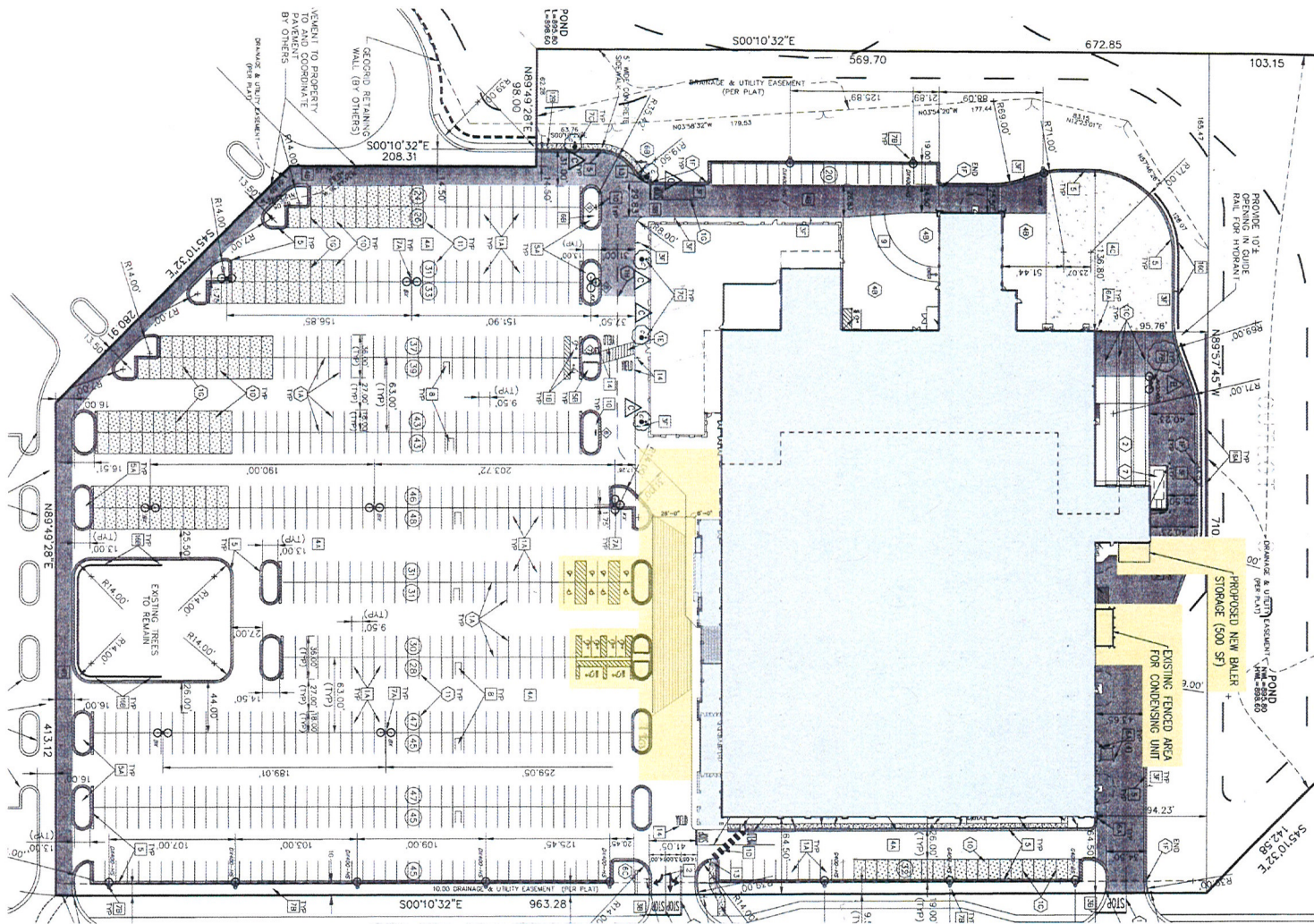


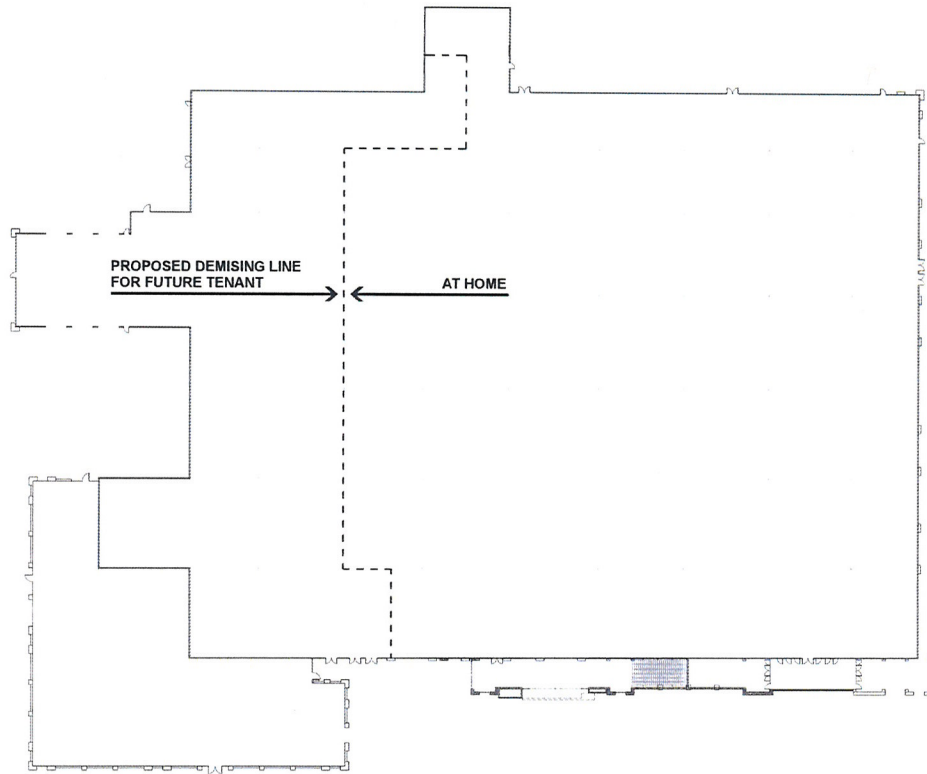
Hoover, AL



Cedar Park, TX

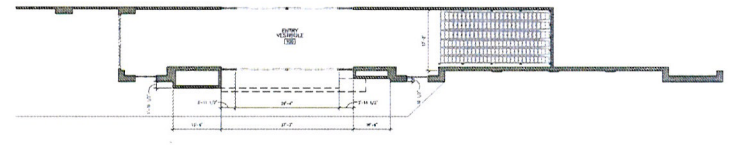






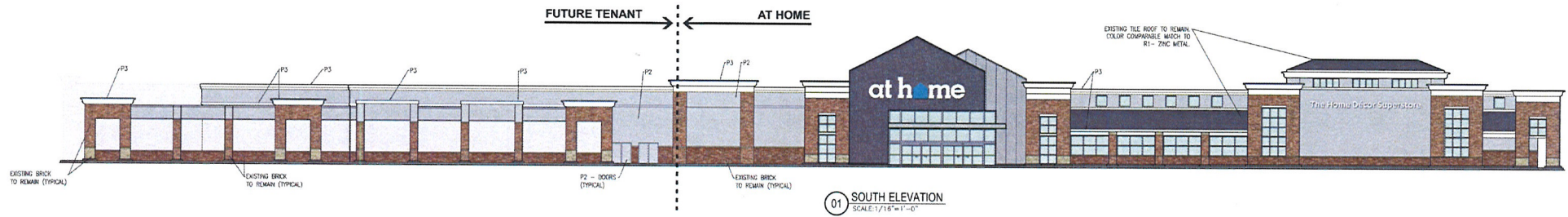
PRELIMINARY FLOOR PLAN

SCALE: 1/32" = 1'-0"

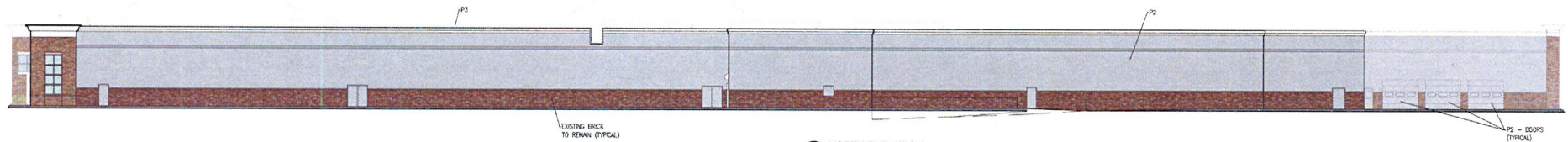


PRELIMINARY ENTRY PLAN

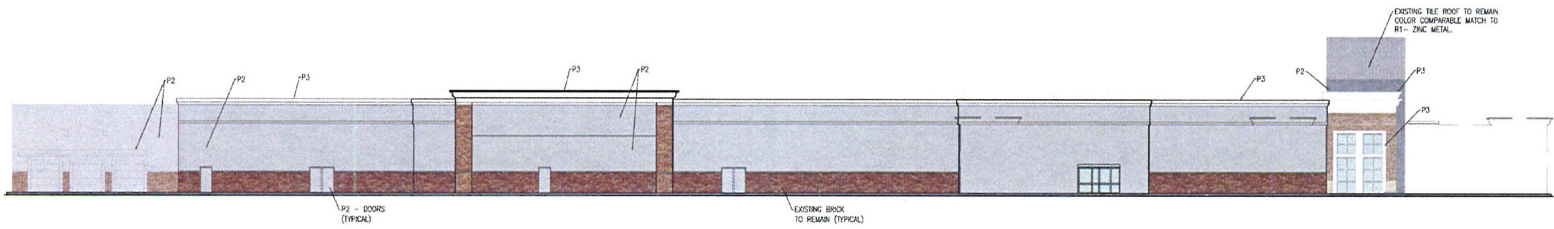
SCALE: 1/16" = 1'-0"



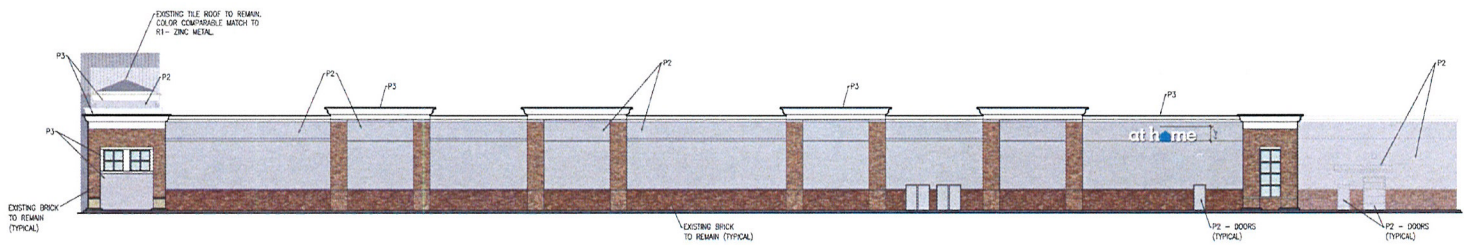
01 SOUTH ELEVATION
SCALE: 1/16" = 1'-0"



02 NORTH ELEVATION
SCALE: 1/16" = 1'-0"



03 WEST ELEVATION
SCALE: 1/16" = 1'-0"



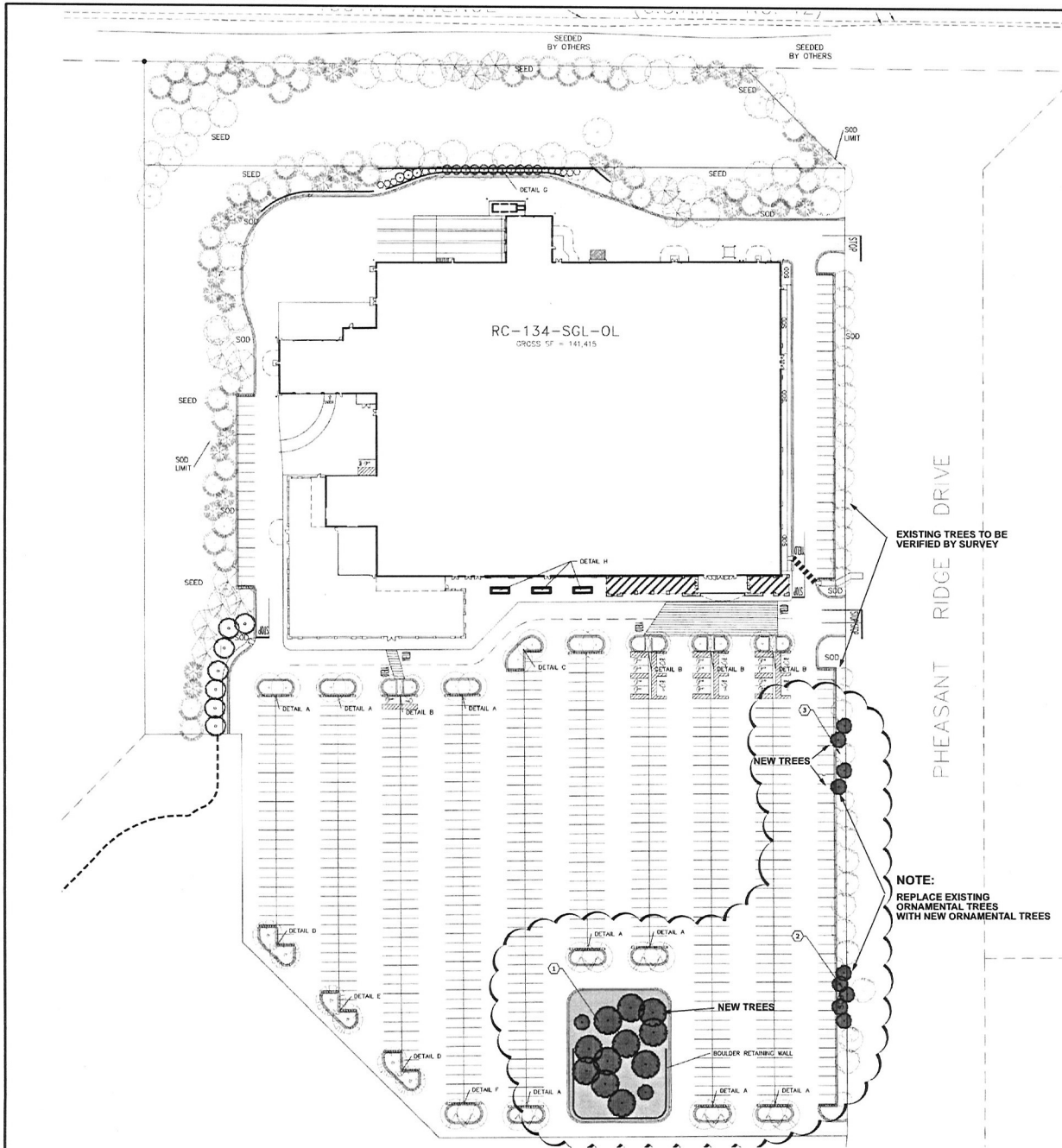
04 EAST ELEVATION
SCALE: 1/16" = 1'-0"

MATERIALS LEGEND:	
P1	DARK GRAY- CUSTOM PANTONE 434C
P2	LIGHT GRAY- CUSTOM PANTONE 438C
P3	GREEK VILLA- SHERWIN WILLIAMS T551
R1	ZINC GREY- BERTRIDGE METAL ROOFING
R2	SHASTA WHITE- BERTRIDGE METAL ROOFING & CAP
E1	EFS- SAND FINISH (COLOR MATCH PANTONE 424C)
E2	EFS- SAND FINISH (COLOR MATCH PANTONE 432C)
E3	EFS- SAND FINISH (GREEK VILLA - SW T551)
G1	WINDOW GLAZING - LOW-E TEMPERED, CLEAR
A1	STOREFRONT- KAMHEER CLEAR ANODIZED FINISH



COLORED BUILDING ELEVATIONS
BLAINE, MN SCALE: 1/16" = 1'-0"

callaway
architecture
1207 HAMPSHIRE LN, STE 105 RICHARDSON, TX-75080
PHONE: 214.368.2525 PROJECT#15041 DATE:07.22.2015



- ① TREE REPLANTING ALONG PHEASANT RIDGE DRIVE
- REMOVE (5) DEAD ORNAMENTAL TREES AND REPLACE WITH (5) 2" PRAIRIE ROSE CRABAPPLE
 - REMOVE (4) DEAD ORNAMENTAL TREES AND REPLACE WITH (4) 2" PRAIRIE ROSE CRABAPPLE -
 - CONTRACTOR TO TAKE MEASURES TO KEEP SOIL OUT OF ROCK AND PATCH IN ROCK MULCH DURING TRANSPLANTING OPERATION
 - CONTRACTOR TO PROVIDE AND INSTALL 1" MESH RABBIT FENCE STAKED IN PLACE AROUND NEW TREES - 30" HIGH AND 14" IN DIAMETER
 - CONTRACTOR TO PROVIDE 1 YEAR WARRANTY ON ALL PLANTINGS FROM DATE OF OWNER ACCEPTANCE

- DIRECTIONS FOR ISLAND PLANTING
- REPAIR BOULDER WALL WHERE STONES HAVE MOVED OR FALLEN
 - REMOVE ALL RED OAK TREES, TO INCLUDE GRINDING STUMPS AND BACKFILL OF GRINDING HOLE, SEED WITH SEED MIX AS BELOW
 - REMOVE ALL VEGETATION IN FRONT OF BOULDER RETAINING WALL
 - RESEED IN FRONT OF RETAINING WALL WITH MN STATE SEED MIX 35-221 REMOVE ALL VEGETATION 1/2" OR LARGER FROM AREA 8' FROM BACK OF CURB, MOW VEGETATION 8' BACK OF CURB ON MONTHLY BASIS TO KEEP ISLAND LOOKING UPKEPT AND TO MAINTAIN SIGHT LINES.
 - REMOVE ALL DEADWOOD ON OTHER REMAINING TREES AND LIMB UP TREES/SEEDLINGS TO MORE TREE LIKE FORM WITH CANOPY.
 - ① • PLANT: 1" CALIPER
 - (3) COMMON HACKBERRY
 - (4) WHITE OAK
 - (4) IRONWOOD
 - ② SHOWY MOUNTAIN ASH
- PLANT IN RANDOM PATTERN WHERE THERE ARE OPENINGS BETWEEN EXISTING TREES. DO NOT PLANT WITHIN 8' OF BACK OF CURB
- CONTRACTOR TO INSTALL 4" DIAMETER X 4" MULCH RING AT EACH TREE
- CONTRACTOR TO FURNISH AND INSTALL GATOR WATERING BAGS AND SUPPLEMENT WATER FOR INITIAL PLANTINGS ON BI-WEEKLY BASIS.

CONTRACTOR TO PRESERVE AND PROTECT EXISTING TREES NOT BEING REMOVED, ANY DAMAGE TO EXISTING TREES WILL REQUIRE CONTRACTOR TO REPLACE DAMAGED TREES AT THEIR COST.



EXISTING TREES TO BE VERIFIED BY SURVEY

NOTE:
REPLACE EXISTING ORNAMENTAL TREES WITH NEW ORNAMENTAL TREES



12800 Whiteaker Drive, Suite 500
Minnetonka, MN 55343
763.476.6010 telephone
763.476.8532 facsimile

Engineering | Surveying | Planning | Environmental
Client
CALLAWAY

CLIENT ADDRESS

Project
AT HOME

Location
BLAINE, MN

LOCATION ADDRESS

Certification

I hereby certify that this survey, plan or report was prepared by me or under my direct supervision and that I am a duly licensed LANDSCAPE ARCHITECT under the laws of the State of Minnesota.

William J. Delaney
Registration No. 40252 Date: MM/DD/YYYY
This certification is not valid unless signed in blue ink. If available, contact us for a more detailed copy of this survey which is available upon request at sambatek_minnetonka@minnetonka.com

Summary
Designed: AAA Drawn: AAA
Approved: AAA Book / Page
Phase: PROJECT PRELIMINARY ISSUED: MM/DD/YYYY

Revision History
No. Date By Submittal / Revision
7/09/2015

Sheet Title
TREE
REPLACEMENT
PLAN

Sheet No. Revision
L1.01

Project No. CAL20369

