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Ashley Furniture plans huge distribution and manufacturing

project in West Valley

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Ashley Furniture Industries Inc. is moving closer to building a new 1 millionsquare-foot manufacturing and distribution facility in Avondale. The Wisconsin-based home furniture and decor retailer wants to develop two buildings including a 503,491-square-foot building with a mix of an 85,000square-foot retail showroom, an office, a call center for 200 people and warehouse space for distribution uses. The second building will feature 551,039 square feet with manufacturing, distribution and office uses, according to project documents submitted to the city near the end of 2022.

The facility will be one of the largest projects in Avondale and be developed in

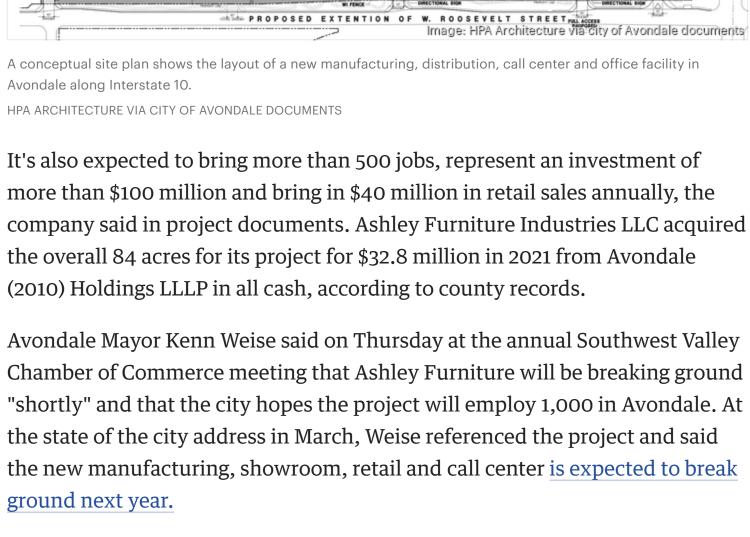
multiple phases at the southwest corner of Interstate 10 and 107th Avenue,

according to city filings, the development could also include independent

just across from the Avondale auto mall. Known as "Project Comfort,"

commercial buildings at the southeast corner of the 75-acre property. "It's rare to find 75 acres of freeway frontage that hasn't been developed. But when it is you want to make sure it's done correctly," said Adam Baugh, partner at Withey Morris Baugh PLC, which represents Ashley Furniture. "The ability to purchase furniture in the same location it's made is unique and really provides value to the whole West Valley to have a facility like this."

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See a gallery of project renderings in the slideshow below:

Ashley Furniture Avondale

VIEW SLIDESHOW Image: HPA Architecture via city of Avondale docum

Ashley Furniture is expected to start construction on a proposed 1 million-square-foot distribution and manufacturing facility in Avondale in 2024.

Documents obtained by the Business Journal from the city show that Ashley Furniture has been working on developing the new facility for two years. Applications for a general plan amendment and a new planned area development on the property was initially submitted in April of 2021, resubmitted at the end of 2022 and submitted again in May 2023.

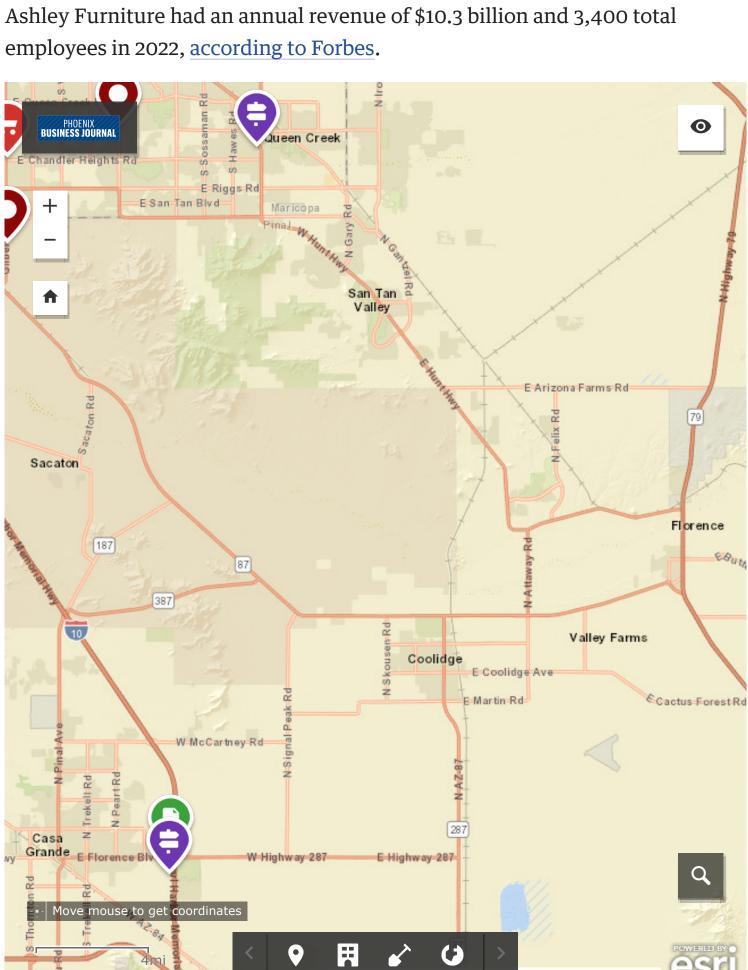
votes to take place this summer for the planned area development, which will be followed by site plan and construction document approvals. Withey Morris Baugh PLC is the legal representative for Ashley Furniture. Colton, California-based Hodgdon Management and Construction Inc. is the

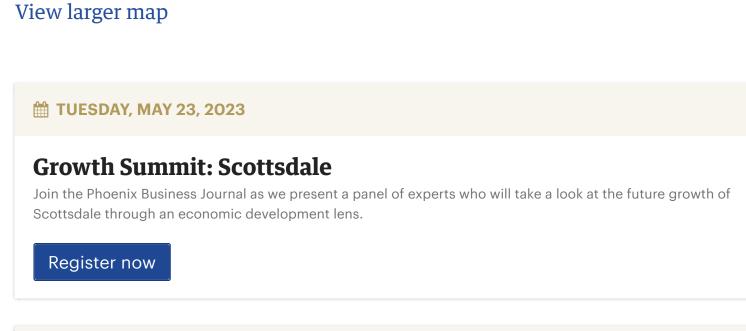
commission has not been scheduled yet. Baugh said he expects the Council

A city spokesperson said that a date for a public hearing and planning

developer, Irvine, California-based HPA Architecture is the architect and Hunter Engineering is the civil engineer. Ashley Furniture did not immediately respond to a request for comment about the project timeline or investment.

In 2021, Ashley Furniture signed a 224,874-square-foot lease for the Majestic Tolleson Center. The company currently has about 15 store locations across Arizona, including six in the Phoenix metro, and two Ashley Outlet locations, according to its website.





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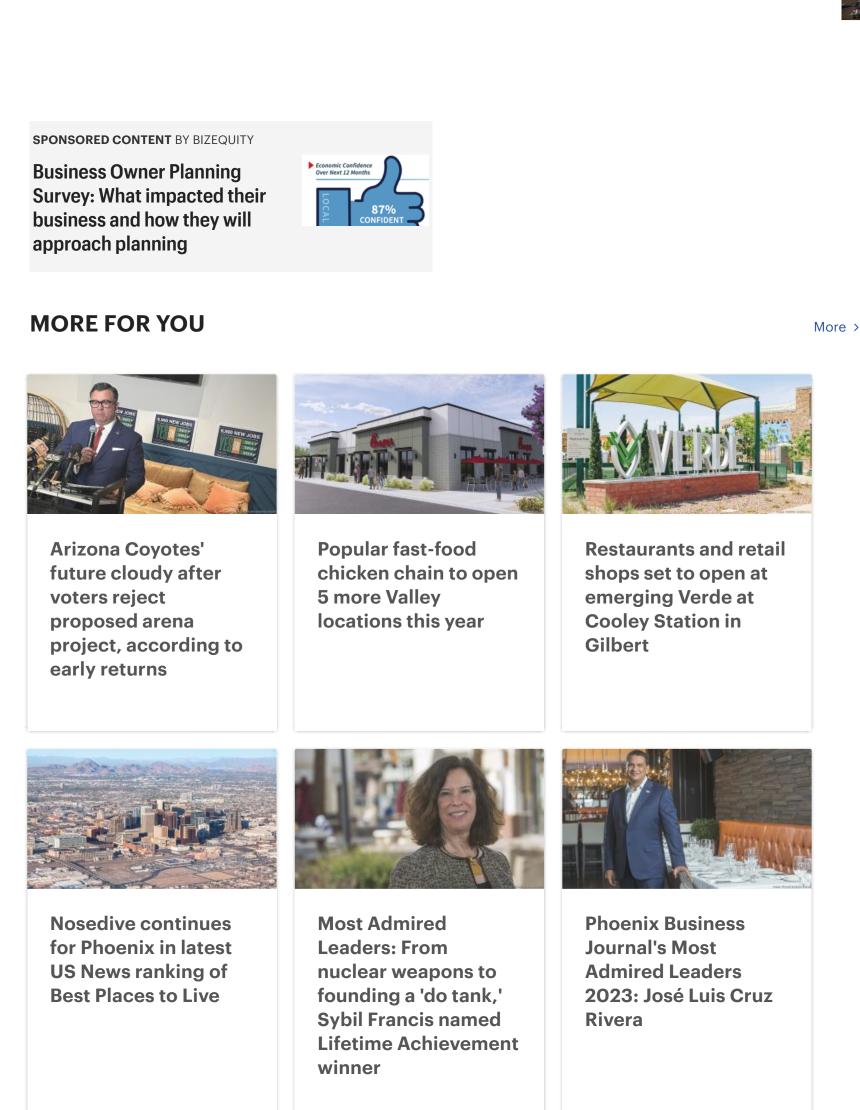
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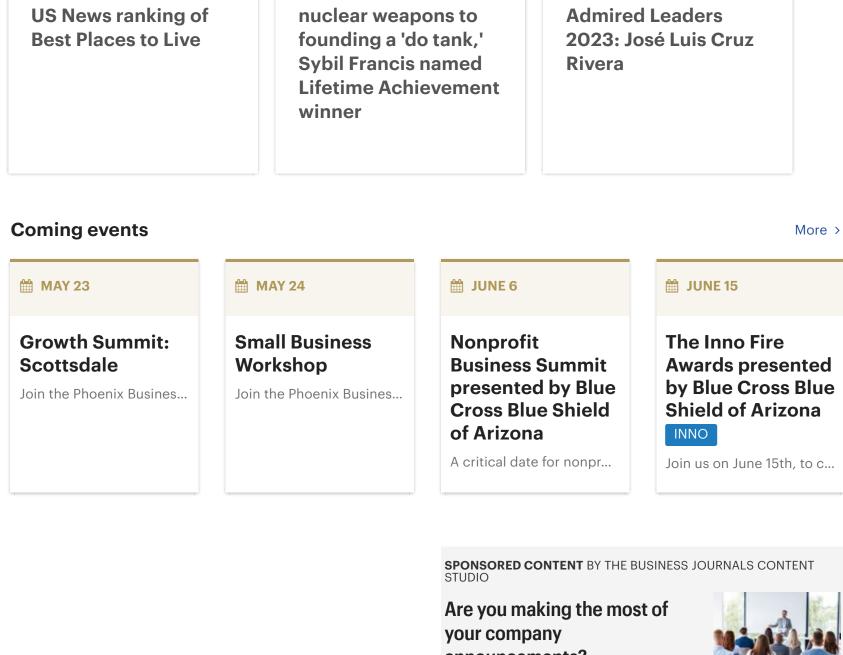
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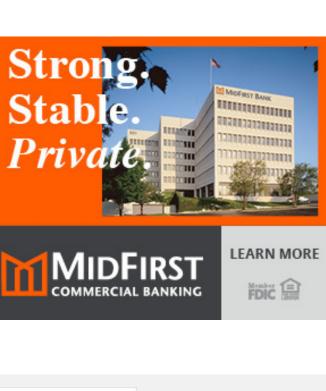
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