

Huge distribution facility linked to Amazon planned in Frayser



By Jacob Steimer
Staff Reporter, Memphis Business Journal
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It appears Amazon is expanding its Memphis presence.

Atlanta-based Seefried Industrial Properties led a zoning application to construct a ve-story distribution facility with 2,000 parking spaces in Frayser. On the application, the tenant is referred to as "Project Iris," and the development as "AR SORT FC."

"AR SORT FC" is the same label that was used on zoning applications for "Project Arrow" near Milwaukee and "Project Rocket" in Gwinnett, Georgia – both of which turned out to be Amazon facilities. The label appears to stand for Amazon Robotics sortable fulfillment center.

Applications for the Memphis project and Gwinnett project, which Seefried also worked on, both list 1,800 auto parking spaces and 200 trailer spaces. The Gwinnett facility is set to create 1,000 jobs.

Seefried has built multiple distribution centers for Amazon. The Reaves Firm, which is listed as the engineer on the project, provided engineering for Amazon's facility on Citation Drive.

A site plan with the application specifies the ground floor of the facility at 824,000 square feet but does not list a size for all five floors. The four-story Gwinnett project contained 2.6 million square feet.



The Memphis facility be located just north of the Nike North America Logistics Campus, on New Allen Road.

Belz Investco GP owns the 99-acre property, which is currently vacant. Nathan Bicks of Burch, Porter & Johnson is representing the project before the Board of Adjustment.