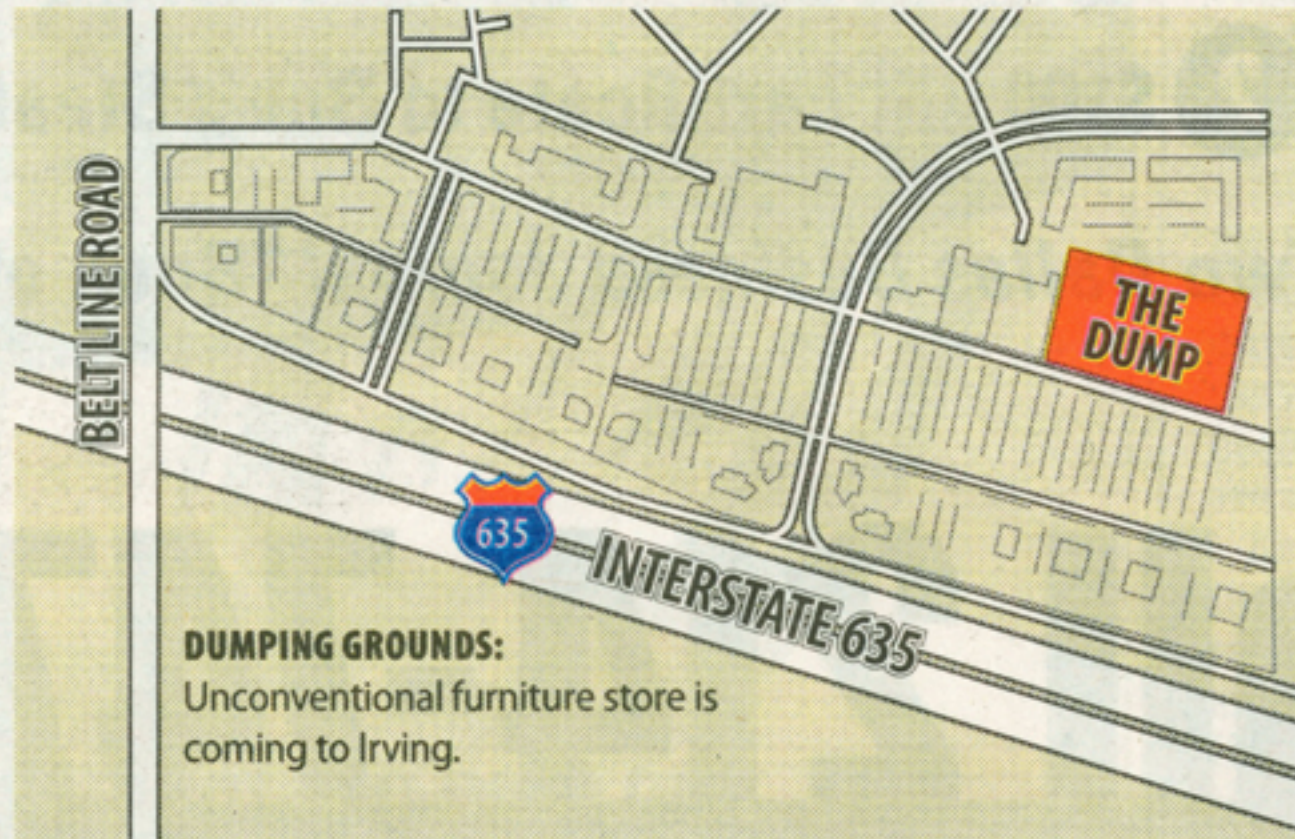


Bargain hunters can head to 'The Dump'

Furniture store that sells overstocks, closeouts to open in Irving

NEW LOCATION



BY SANDRA ZARAGOZA | STAFF WRITER

A unusually named furniture retailer has kicked off development at a new \$100 million shopping center in Irving.

The Dump, a value-oriented furniture retailer based in Virginia, recently broke ground on a 184,000-square-foot building at Billingsley Co.'s 82-acre retail project at Belt Line Road and Interstate 635.

The store aims to open in late 2006.

The growing retailer competes against the likes of popular retailers Havertys, Rooms-To-Go and Weir's Furniture.

Landing the new-to-the-market furniture retailer is pushing Carrollton-based Billingsley Co. forward on the retail development, which will be part of the 355-acre master-planned Cypress Waters, which includes apartments and

homes in neighboring northwest Dallas.

"Currently, we are working on (The Dump), and putting in the infrastructure for the development," said Jason Thumlert, Billingsley's director of retail development.

The Cypress Waters shopping center will be built in phases and total 600,000 square feet, not including a dozen pad sites.

Billingsley tapped Good Fulton & Farrell of Dallas as the project's

architect.

The Dump has a format similar to home decor retailer Tuesday Morning. It buys overstocked and close-out merchandise from manufacturers and sells it at a discount.

Open three days a week

The 110-year-old privately held retailer has three stores in Virginia, two in Pennsylvania and one in New Jersey. Houston has

its only other Texas store.

Unlike traditional retailers, The Dump is open only three days a week. "It helps to keep overhead low and by working on low margins; the customer gets a great deal," said Ned Sherer, The Dump's senior vice president and COO.

The retailer is also selective about the markets it enters, typically only having one store per market. It selected Cypress Waters because of its central location and visibility, Sherer said.

Developer Billingsley Co. hopes that The Dump will spark the interest of compatible furniture retailers.

Clay Mote and Eric Berlin of Dallas-based Venture Commercial are leasing the shopping center.

While the retail is zooming along, the development's residential portion has been marked by controversy in Irving and Coppell, which it borders.

Irving and Coppell have both said they want Billingsley to lower the density of the residential portion, saying it could cause traffic problems and be a strain on schools.

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