

GREEN BUSINESS QUARTERLY

FALL 2009

CONSUMER PERCEPTION STUDY

Sustainability remains priority to purchasers; businesses have opportunity to increase brand value

GREEN FRANCHISING

Redefining the traditional general store

Greening Your Office

Creating a healthy, productive, and efficient workspace for employees

PLUS

CITY TO WATCH: BRADDOCK, PA,
TRANSFORMING A CITY HIT
HARD BY ECONOMIC CONDITIONS

Rendering of the Northgate Self Storage project, Colorado Springs, CO.



Ω First LEED-certified self-storage facility

Grow Your Storage, LLC

BY JOHN BALLARD

ONE RARELY ASSOCIATES SELF-STORAGE facilities with green, sustainable buildings. For years the self-storage business has been about cheap land and cheaper construction. Colorado Springs-based Grow Your Storage (GYS), LLC is attempting to break that mindset with a new multi-story facility concept that incorporates LEED certification, economic feasibility, and aesthetically pleasing accessories.

Lee Fredrick is the principal manager and driving force behind GYS. A LEED AP and 15-year veteran in the self-storage industry with family-owned Fredrick Enterprises, Fredrick founded GYS in 2008 specifically to develop a sustainable self-storage project in Colorado Springs. “I really wanted to define my brand by this new project,” he explains. Fredrick is pursuing Gold certification, and he believes this will be the first self-storage facility in the country to be LEED certified. Local developer Gary Erickson is a partner on the project. In addition GYS currently manages over 460,000 square

feet of rentable space in east-central Texas for Fredrick Enterprises.

It was the combination of Fredrick’s positive experience with Colorado’s environment and his view of the self-storage industry’s archaic development practices that spurred his idea of a green facility. “We just don’t want to be an eyesore, which is the big rap on self-storage, and I can’t defend a lot of that,” he says. “We’re going to have a nicely designed, non-light-polluting building with an acre and a half of undeveloped land adjacent to it. It’s going to be an enhancement to the neighborhood.” The new facility is in Colorado Springs’ Northgate area near retail, high-end homes, a Federal Express corporate office, and the Air Force Academy. Financing was arranged by Deason Financial Group and is provided by Colorado Spring State Bank, a branch of Herring Bank.

The facility, scheduled for completion in early 2011, will be four stories on

three acres with 114,000 square feet of storage and a 28,000-square-foot footprint. It will contain 715 units and utilize elevators to reach the upper floors. “For comparison, we have a project in Boerne, Texas with 110,000 square feet of space on nine acres,” Fredrick says. “When you start looking at land conservation and land use, the advantages just jump off the page.” The building schematics have been designed by Wichita, Kansas-based Architectural Innovations, and Kiwi II, a steel fabrication and erection company from Murietta, California, has been retained for the construction. “We use a form of construction that is specific to the self-storage industry, and there are just a few people in the country that do this type of building,” he says

The new structure will be positioned toward the sun and will capture prevailing southern winds. Insulation will have at least twice the value of a typical self-storage building, with R-25 in the walls and R-30 in the ceilings. Although

FEATURED PROJECT:
NORTHGATE SELF STORAGE

LOCATION:
COLORADO SPRINGS

CERTIFICATION PURSUED:
LEED GOLD

DATE SET FOR COMPLETION:
2011

SIZE:
114,000 SQUARE FEET

NUMBER OF UNITS:
715

AMOUNT OF LAND USED:
3 ACRES

FEATURES:
• R-25 INSULATED WALLS AND R-30 CEILINGS;

• DESIGNED TO COLLECT SUNLIGHT AND WIND FOR ENERGY PURPOSES;

• OPTIMIZED AIR FLOW TO COMBAT STALE AIR;

• EXTERIOR VISUAL SITE LINES FROM EVERY HALLWAY AND PIPED-IN AMBIENT MUSIC.

FUTURE PLANNED SUSTAINABLE-STORAGE SITES:
DENVER

“We’re going to have a nicely designed, non-light-polluting building with an acre and a half of undeveloped land adjacent to it.”

Lee Fredrick, Principal Manager



the structure will have a tight envelope, interior ventilation and air flow will be optimized to combat the claustrophobic stale air. Exterior visual site lines from every hallway and piped-in ambient music are included aesthetic features.

Fredrick believes the green concept has helped to secure financing for the project. “Lenders are just not putting money out for new construction of anything except [Gold-certified] projects,” he says. “The long-term owner of a project receives the most benefits from a green building, and so the lender knows we plan on holding this project indefinitely. This is not a build-and-flip business model.” He estimates the total project to cost \$52-54 per foot gross.

Fredrick hopes the design can be used as a prototype for future developments, but he emphasizes it takes a very specific location for success, preferably an infill site close to the target market. GYS would develop the project and manage the completed facility. “What I’m trying to do is generate a successful model for repeating this,” he says. “I like doing green building, but we want a return-on-investment for ourselves and our investors. We see this as being a more favorable approach to it. We are building with a decidedly longer life cycle than traditional self-storage buildings. We’re also going to have a building that costs less to maintain.”

The cost of land is a major challenge to the green concept, but Fredrick’s main problem is advance planning. “We have to coordinate everything before we do anything,” he says. “So I have to retrain myself from thinking like a self-storage developer to start thinking like a sustainable building developer.”

For the future, GYS will continue to target one-off developments, with Denver being the next expected site. “We anticipate we’ll be able to roll-out one new green self-storage facility every 24 months,” Fredrick says. “The key is to not try to grow too aggressively. We’ll grow because we’re ready to, not because we need to.” GBQ

kiwi II
CONSTRUCTION
STEEL STORAGE SPECIALISTS
SPECIALIZING IN SELF STORAGE SINCE 1982



SINGLE & MULTI-STORY CONSTRUCTION
DESIGN & ENGINEERING
IN-HOUSE INSTALLATION
RV & SOLAR CANOPIES

Find out more at
WWW.KIWICONSTRUCTION.COM

TOLL FREE - WEST COAST
1 - 8 7 7 - 4 6 5 - 4 9 4 2

TOLL FREE - EAST COAST
1 - 8 8 8 - 7 7 7 - 5 4 9 4



Grow Your Storage
1705-B Feagin Dr.
Lufkin, TX 75904
936.671.1422
www.growyourstorage.com