

# INSIDER

**self storage news**

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## ***Expansion of the Year!***

# **JIM'S SELF STORAGE WILLIAMSTOWN, VIC**

Jim's Self Storage began 16 years ago in a 110 room solid brick two storey residential building, built in the 1970's by the Commonwealth Government as a migrant hostel.

Jim identified this building and its location as suitable premises for conversion to self storage. Whilst initial building works were being undertaken another party purchased a similar building next door, also for the purpose of self storage and operated as a competitor. Subsequently this business was purchased as an expansion to Jim's. As time progressed, Jim's grew to include a caravan and car yard, a fully alarmed and monitored boat yard and on site containers.

What started out as the father/son team of Jim and Ivor Morgan, the family owned and operated business has now grown with the inclusion of Rosemary over 5 years ago, and then Ada, who has been on board for around 18 months now.

Jim's purchased an additional adjacent property with main road frontage and put permits in place to expand further. Whilst Jim's were negotiating with builders to develop this site, another two adjoining buildings came on the market and were acquired. These tilt slab warehouses provided the perfect shell to fit out as a 2 level self storage facility. This gave Jim's street to street, main road frontage.

Jim and Ivor established the right unit mix and layout to complement the existing operation and provide a state of the art facility with main road frontage. Regis Construction were engaged to put these plans into action and it was stage 1 of this expansion that won Jim's Self Storage the SSAA Best Expansion/ Upgrade Award for 2011. The fit out began early this year and other planned works were put on hold.

During this expansion Jim's Self Storage moved the office from the side street that was their home for 16 years, to main road frontage. This meant that they went from a basic but functional office, to one that boasts 2 display units, fully operational keypad for demonstration purposes, a welcoming reception and sign up area with a huge display area for product sales.

With the building taking on Jim's corporate colours, it's bright blue emergence with yellow canopies and signage has attracted much attention and become quite a significant landmark. Having main road frontage has given Jim's Self Storage fantastic exposure.

With the introduction of more industry standard sizes, Jim's can now offer customers a larger variety of units to better suit their needs.



*Ivor Morgan of  
Jim's Self Storage  
accepting the  
'Expansion of the Year'  
award at the  
SSAA Awards  
presentation*

*Congratulations on your well deserved win!*

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Jim's now have over 70 CCTV cameras spread around the 4 individual buildings, which have varying access hours for their customers. PTI Security provides individual unit alarms and allowed the business to provide 24/7 access to many of the units.

The project also incorporated an innovative new extruded multi coloured rub strip which Jim has designed specifically for the Self Storage Industry which will soon be on the market.

Jim's Self Storage now has a state of the art premises that is both inviting and welcoming. Stage 1 opened on May 16 and stage 2 was all up and running early October. New uniforms, more branding and the ongoing use of Jim's logo and corporate colours, has given Jim's a new vision for the future with a lot of excitement to come. Past and existing customers love the new facility and office/showroom.

New customers are coming to see the new business that has opened, most of who didn't know Jim's had actually been operating for 16 years.

A time extension on Jim's council permits – for the areas they'd previously planned to develop, has given them a bit of breathing space to catch up with all that has happened over the past few months. It has been a lot of work to achieve this milestone in such a short time, but Jim's have many good and conscientious people to thank for that.

Jim's engineering background and building and design experience coupled with Ivor's dedication managing the project and commitment to detail were well rewarded with the highest honour they could achieve from within the self storage industry, being the Best Expansion/Upgrade Award for 2011.

Jim's proudly display the award and appreciate the recognition. Jim's welcome anyone from within the industry to come and visit. But don't leave it too long or you'll find Jim back in his office planning the next stage, or Ivor on the phone negotiating with builders, always moving forward onto their next venture, which includes additional drive up and main road multi level units.

