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CLIENT CASE STUDY: REWRITING CODE... AND THE RULES

Client: Hoover Self Storage

Location: Hoover, AL

of Units: 1,022

Square Feet: 146,875

Location may have worked to their advantage, but it was plain old-fashioned hard work and homework from owners Bill and Jack Nix that sets Hoover Self Storage apart from their competition.

The current location has had many previous lives, including a skating rink and an antiques mall. And while their feasibility study showed another 16 facilities located within a five mile radius, the Nixes knew their interstate location gave them an advantage. "Our drive-by traffic is over 143,000 cars a day and has resulted in about 83% of our renters," states Bill Nix.

Their story is not without its challenges. The City of Hoover threw out some stringent zoning ordinances, and the Nixes met them head on and more. Their architect designed an impressive façade, using materials that allowed the proposed facility to appear more as an office building than self storage. They overcame tax dilemmas, water main issues and soil removal. But their crowning achievement came when they convinced city administrators to actually rewrite code to increase the signage allowance from 20 sq.ft. to an impressive 200 sq.ft! Their tenacity paid off, and today Hoover Self Storage is booming. They recently won a Beautification Award, partnered with Chick-Fil-A® on a successful rental promotion, and even host the Hoover Police Canine Unit as a tactical training site.

Selecting the right vendors was critical to their success. While visiting a tradeshow, the Nixes saw the Janus French Oak Collection, a steel laminate that offers a wood-like façade for wine storage and public areas. "We were immediately impressed with the French Oak finish, but it was the reputation that Janus has in the industry that really solidified our decision," says Bill. The Nixes selected gloss white doors, soffits, locker systems and hallway components for a fresh, clean appeal. "We always had a reliable go-to person at Janus, and all our needs were quickly met," says Jack. The French Oak collection proved to be an impressive landscape for other design elements in the 32 wine locker area, including artwork, carpeting and chandelier lighting. And room has been allocated for up to 100,000 sq.ft. of expansion. "When the time comes to expand, there's no question where we'll go for our doors," echoes this dynamic father and son team.

"You can fight city hall with a good case, strong facts and a lot of persistence," says Jack. Without a doubt, our money's on the Nixes.



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866.562.2580

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