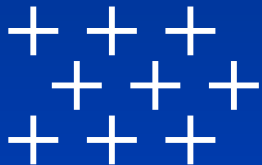




From Eyesore to Icon: Using Architecture to Define and Reinforce Self-Storage Brand Identity

Presented by:

Robin Murphy, Senior Principal and President,
Jackson | Main Architecture P.S.



Education: April 7-10, 2026 · **Exhibits:** April 8-9, 2026
Caesars Forum Conference Center · Las Vegas

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Overtime With the Experts

If you have questions and would like to speak to the presenter(s) at the end of this seminar, please follow them over to Alliance 305 for “Overtime With the Experts.”

This will help us clear the stage and set the room for the next presenter. Plus, you’ll have 30 minutes to converse in an open, roundtable format.

THANK YOU!

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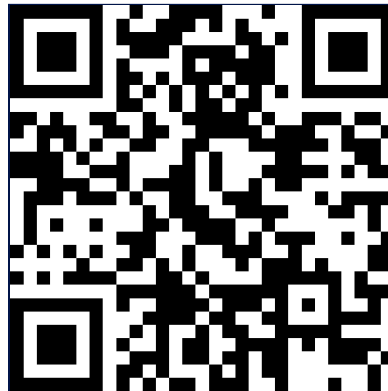


Your Feedback Is Important!

We'd love to hear about your experience with this seminar.

If you scan the QR code below, you can complete a very short and simple feedback survey, so we know how you feel about this topic, presenter, PowerPoint presentation, etc. (You'll see this code again at the end of the seminar, too.)

We appreciate your input!



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Agenda

- Why brand identity matters in storage
- Design strategies that communicate brand
- Franchise and flex models—building for adaptability
- Business and entitlement advantages of “good design”
- Real-world examples and lessons learned

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Why Brand Identity Matters



Outdated, generic curb appeal
= low customer confidence

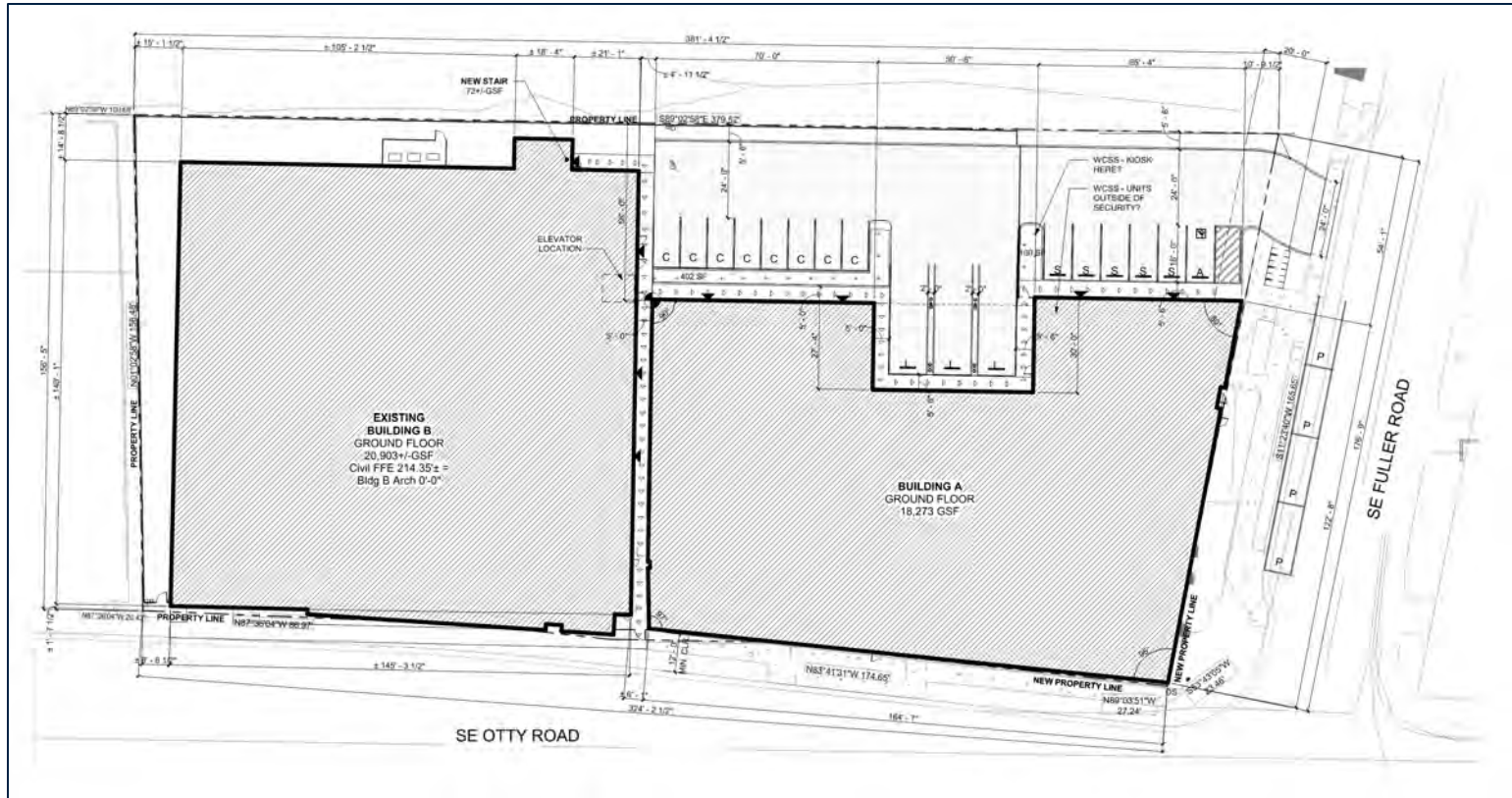


Modern brand identity,
purposeful vertical design,
clear public and secure zones

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Why Brand Identity Matters



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It's About More Than Signage!



Architecture IS brand!

- Use of massing, material palette, rhythm
- Lighting and wayfinding as extensions of brand



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Designing for Brand Flexibility

- Long-term value
- Designs are kept neutral for resale and adaptability.



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Designing for Branding Flexibility

Examples of Rebranding Flexibility



From ESS Green...



To PS Orange

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Designing for Brand Visibility

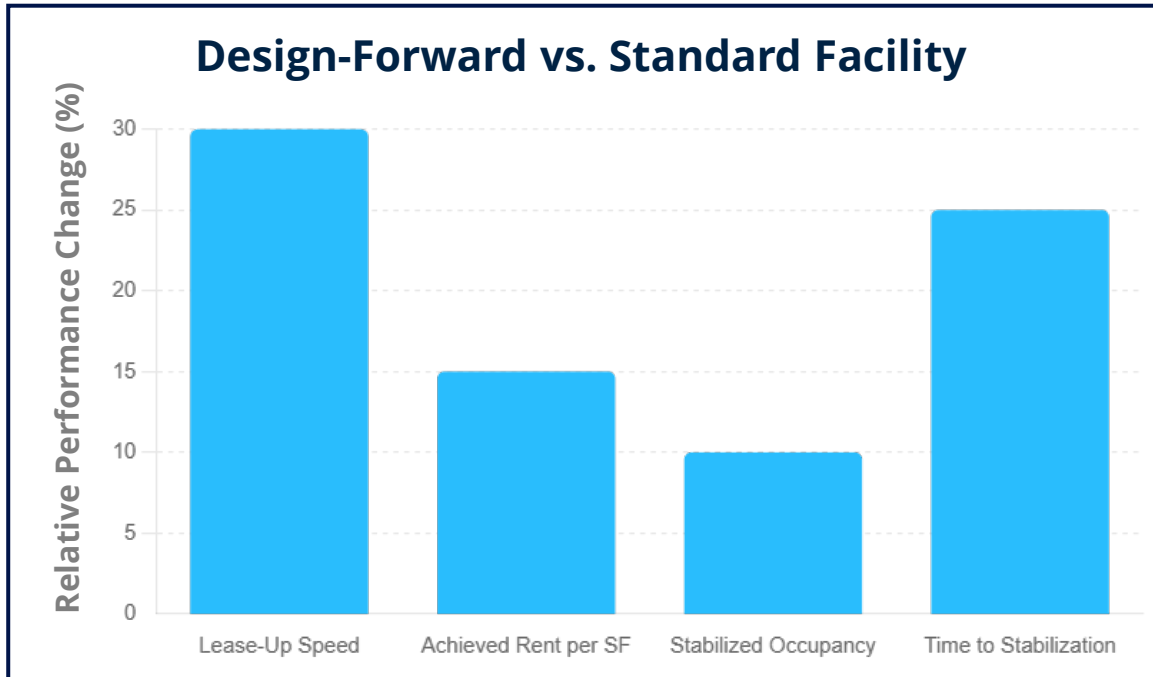
Corporate Branding Integration



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The Business Case for Design



Sources: ULI, NAIOP, local design-review-board case studies

- % improvements reflect typical gains observed in design-forward facilities compared to conventional designs.
- Data is generalized and directionally supported by industry benchmarks.

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Case Studies: What Works

Fitting In and Standing Out



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Case Studies: What Works

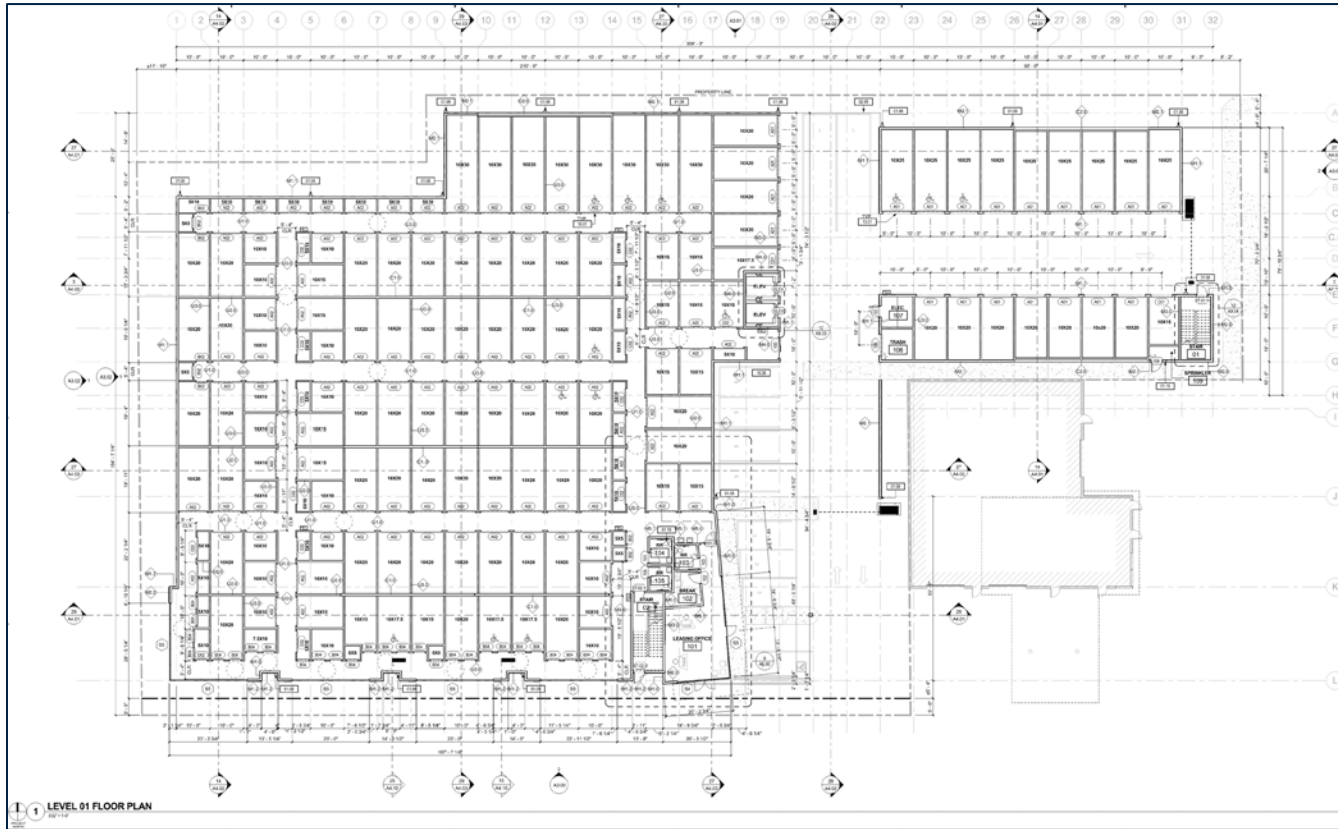
Fitting In and Standing Out



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Case Studies: What Works



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Case Studies: What Works

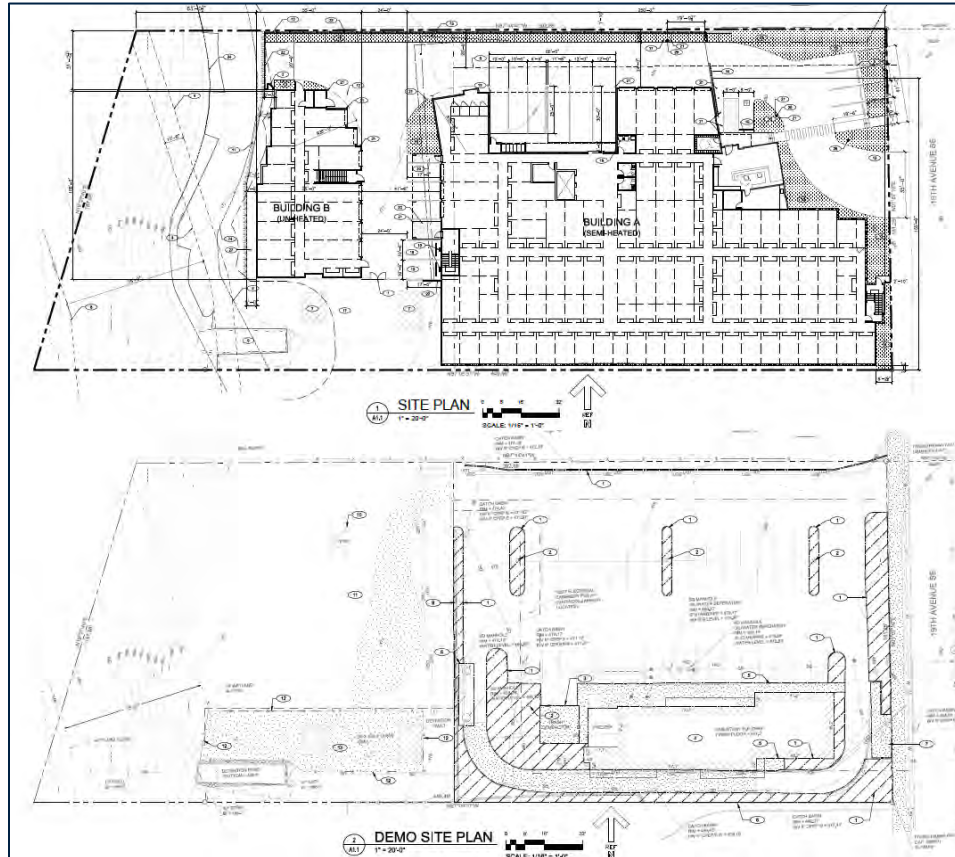
Fitting In and Standing Out



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Case Studies: What Works

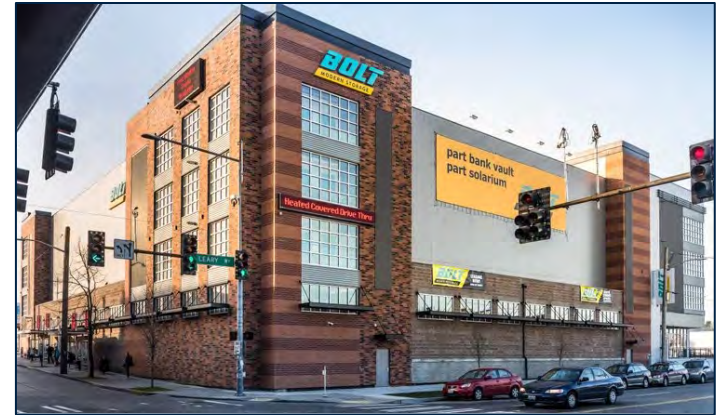


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Case Studies: What Works

Fitting In and Standing Out



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Case Studies: What Didn't Work

Design failure isn't always about cost, it's about misalignment.



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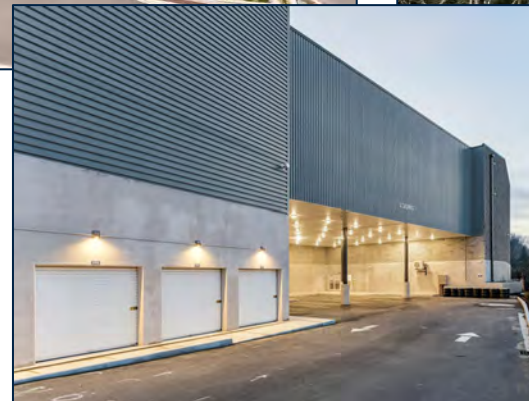




Cost-Effective Design Strategies



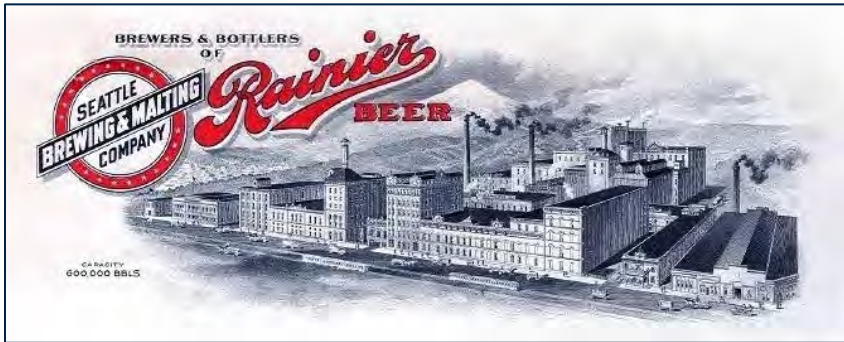
Design impact achieved through massing, lighting and material restraint, not premium finishes.



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Retrofits and Repositioning



Seattle Brewing and Malting
Letterhead, 1913

- Historic industrial context (SoDo/Rainier Brewery)
- Activated street frontage
- Façade articulation and glazing
- Mixed-use strategy
- Context-responsive massing



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Retrofits and Repositioning

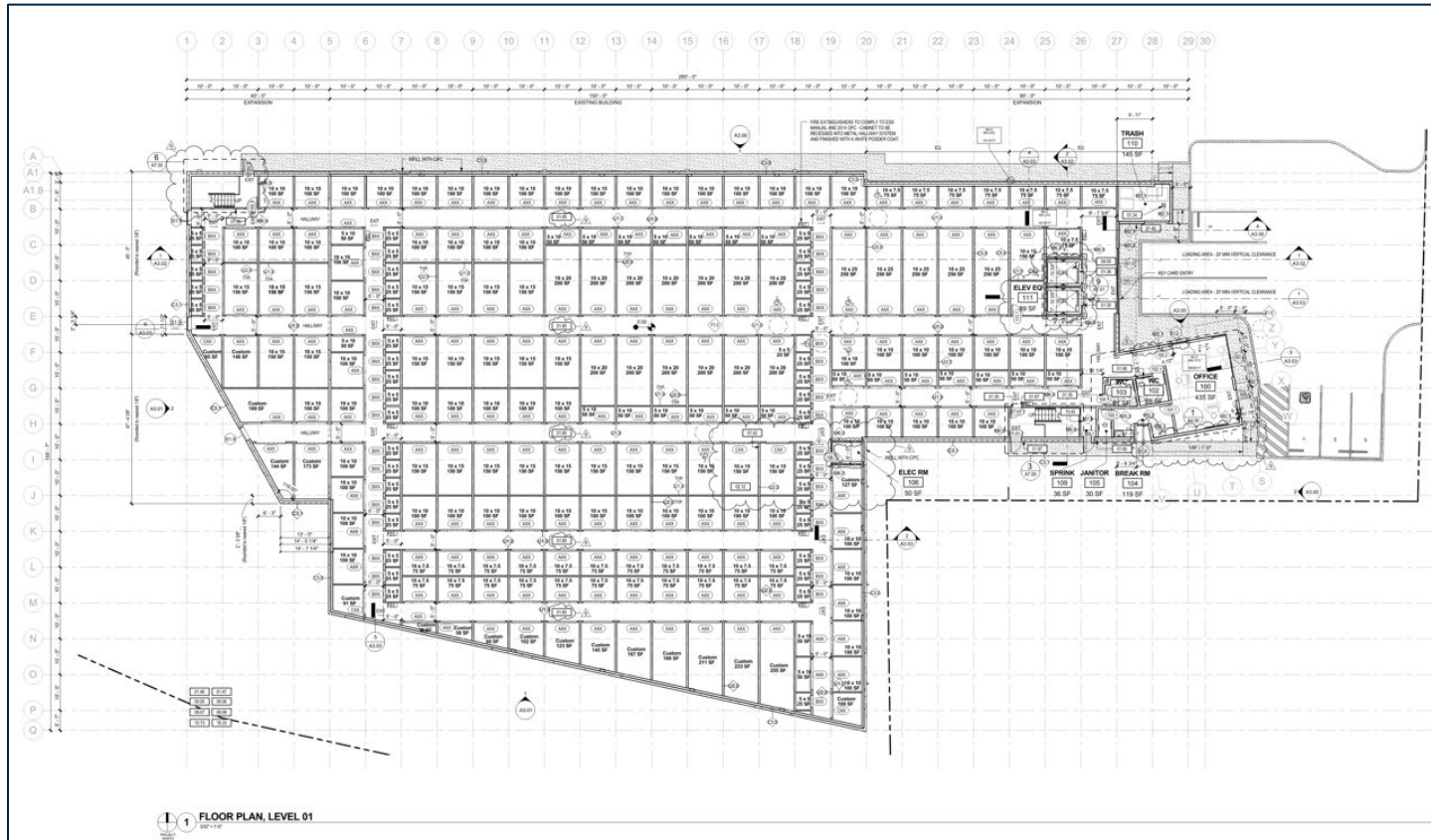
Brand Identity Through Renovation



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Retrofits and Repositioning

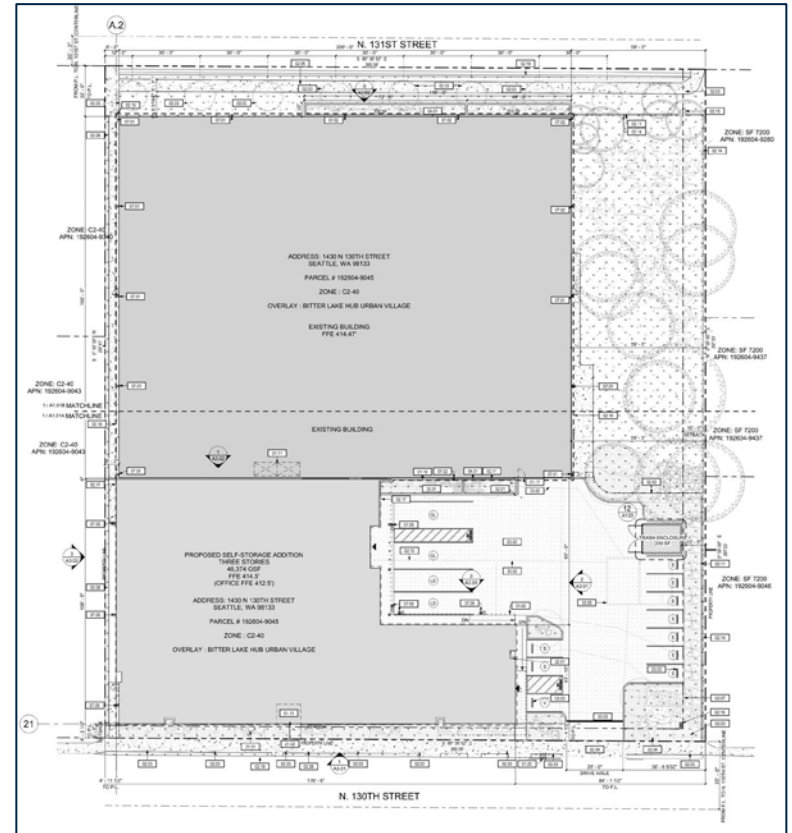


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Retrofits and Repositioning

Brand Identity Through Renovation



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Entitlements and Community Impact



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Entitlements and Community Impact

Working With the City, Community and Brand Awareness



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Entitlements and Community Impact

Working With the City, Community and Brand Awareness



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Entitlements and Community Impact

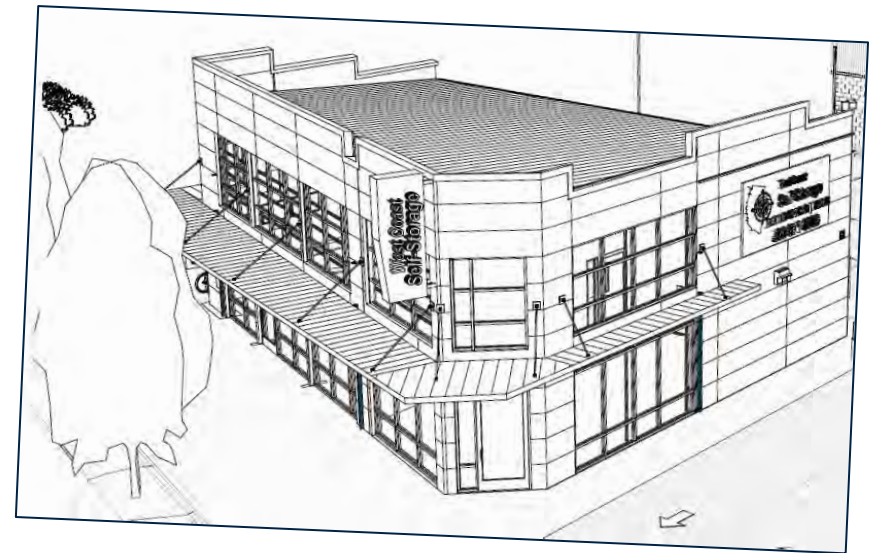
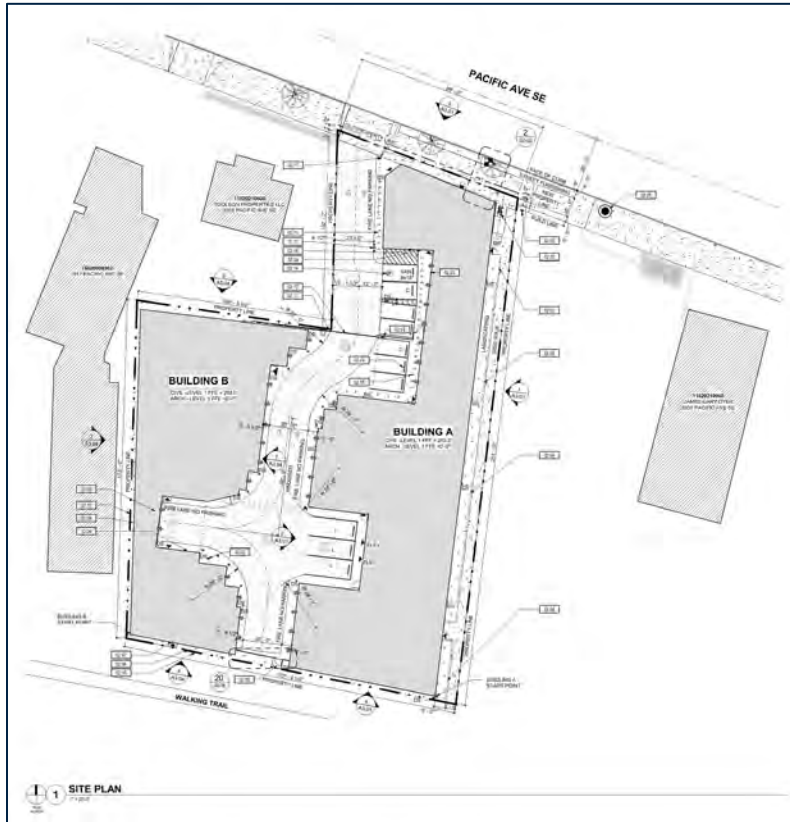
Working With the City, Community and Brand Awareness



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Entitlements and Community Impact



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Key Takeaways



Design = Value



Architecture = Brand



Permitting = Community

Contact the Presenter



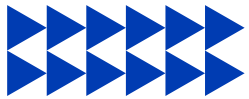
**SUBMIT
FEEDBACK!**



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