



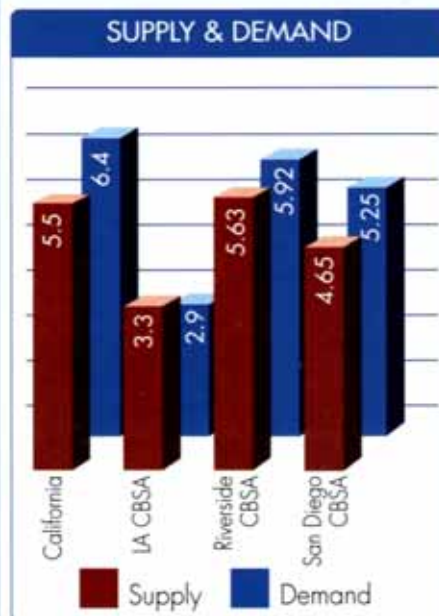
SOUTHERN CALIFORNIA

A LOOK AT THE NUMBERS

Updated Surf And Self-Storage Report

By R. Christian Sonne

Self-storage market conditions are generally at equilibrium in Southern California. Like the surf report, however, conditions vary from one CBSA (Central Business Statistical Area) to another. In general, California is below the national average. Like different wave conditions from one beach city to another, self-storage conditions vary from market to market.



Source: Cushman & Wakefield's Self Storage Industry Group

Data is based on peer group analysis in the *2007 Self-Storage Almanac*. The challenge in Southern California is finding suitable land. Population centers tend to be urban and dense without much vacant land. Consequently, self-storage developers are increasingly turning to adaptive re-use of existing buildings (like vertical self-storage). Other non-traditional development sites include over head power line right-of-ways (container and vehicle storage only—no permanent structure) or surplus road sites.

In Southern California, surf conditions can vary greatly within one CBSA. A southwest swell is great for southwest-facing beaches like Huntington, but not as good for west-facing beaches like Santa Monica. Consequently, after calling in sick to work, a surfer must check each spot carefully and individually to find the best conditions. Self-storage in Southern California is much the same. As a neighborhood or trade area specific asset class, conditions can vary greatly within a CBSA and must be analyzed carefully. Therefore, these analyses should only be used as a reference for market analysis. To find the best waves, local conditions must be checked.

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