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Data Sheet: *Traffic-generation for Self Storage*

One of the most common misconceptions about Self Storage is that it generates a lot of traffic. The reasons for this misconception are not clear; it could be a strong correlation between the large number of roll-up doors common to traditional Self Storage facilities built in previous decades, or it could be the large number of units in most facilities, and it is assumed that one unit equals one car. In most cases, the frequency at which customers access their units is not taken into account. Regardless of the reason, every study that has been conducted has proved this assumption false.

Reference Source #1

The Institute of Traffic Engineers Standards (4th Edition) sites the following statistical data for comparison of Self Storage to other land uses:

LAND USE	DAILY TRIP GENERATION VALUE	
Self Storage	**2.6***	Trips per 1,000 SF
General Office	**16.5**	Trips per 1,000 SF
Medical Office	**34.17**	Trips per 1,000 SF
Supermarket	**27.0**	Trips per 1,000 SF
Discount Store	**70.1**	Trips per 1,000 SF
Specialty Retail	**40.6**	Trips per 1,000 SF

*Note: In the 2003 ITE Standards (7th Edition), this value has been *reduced* to 2.5 trips per 1,000 SF.

Reference Source #2

However, even lower trip-generation values for Self Storage have been found in several municipal studies (see next page) and in a 2001 national study by *Economic Consulting Associates, Inc* (Tempe, AZ) that surveyed 158 self storage facilities from every region in the country. The results of this study were significantly lower than those in the ITE Standards:

Ave. Round Trips per Unit per Day: .0682
Daily Trip Generation Based on 1,000 SF: **.634***

*The average unit size in the ECA study was 107.56 SF. Therefore this value should be adjusted slightly to match the specific conditions in any Self Storage facility, but even a facility with an average unit size of 90 SF would have a Daily Trip Generation Value of *.758* per 1,000 SF.