

The Place 4 Self Storage Case Study



“It was never really a decision to work with Kuboid again. The service has been exactly what it was 20 years ago.”

- Jonathan Meire, Director, The Place 4 Self Storage

Industry veteran launches a new lifestyle-focused self storage brand with Kuboid's support.

- Location:** Petersfield, Alton - Hampshire & Swindon - Wiltshire,
- Solution:** England Design and delivery of new self storage facilities, including bespoke branding and complex layout integration
- Results:** Two successful site launches forming the foundation of a new self storage platform designed for rapid expansion

The challenge

The Place 4 Self Storage was founded to create a modern storage brand built on decades of industry experience. Director Jonathan Meire first entered the self storage industry in the early 1990s and had long held the goal of launching a brand of his own. The opportunity finally arose to bring that vision to life following the disruption of the pandemic. After securing investment and two locations in Petersfield and Alton, the focus turned to converting the buildings into high-performing storage facilities while establishing a distinctive brand identity.

Early planning and feasibility were critical to the project's success. Kuboid supported the client during the acquisition phase by conducting site surveys and assisting with layout and design considerations, ensuring the numbers stacked up. This gave investors confidence in the proposals.

“Kuboid came down and carried out surveys while we were still going through the acquisition, which really helped us get the planning right and gave our investors confidence,” said Jonathan Meire, Director, The Place 4 Self Storage.

The Petersfield building presented several design challenges. The warehouse consisted of two sections with differing ceiling heights, and the property also included an existing mezzanine floor that the client wanted to retain. However,



the floor levels between the spaces did not align, requiring careful design. At the same time, the Alton site was acquired while the Petersfield fit-out was already underway, meaning both developments would be progressing simultaneously.

The solution

Kuboid worked closely with the client from the outset, ensuring the project would maximise the potential of each building. At Petersfield, the team developed a layout that retained the existing mezzanine while solving the challenge of differing floor levels between the warehouse spaces. After incorporating internal ramps and carefully planning the layout, Kuboid also supported the integration of Lödige lift installations at both facilities, ensuring safe and efficient vertical transport between floors and improving accessibility for customers using upper-level storage units.

Alongside technical design, Kuboid coordinated additional project elements including the delivery of the fire protection and electrical packages, ensuring all systems were integrated efficiently within the facility. Simultaneously, Kuboid also supported the client's vision for a distinctive brand identity. The Place 4 Self Storage moved away from the traditional bright primary colours often associated with storage facilities, and instead selected a specific shade of green to reflect the lifestyle-focused feel of the brand.

As the colour was not a standard stock option, Kuboid worked directly with suppliers to source and manufacture doors in the exact specification. The outcome aligned perfectly with the client's brand vision. Meanwhile, work on the Alton facility progressed alongside Petersfield. Lessons learned during the first build were quickly applied to the second, allowing the team to streamline installation and improve efficiency as both projects moved forward.

The result

The successful completion of the Petersfield and Alton sites marks the launch of The Place 4 Self Storage as a new brand in the UK self storage market.

Despite the complexities of differing building levels and the juggling of two projects at once, Kuboid's collaborative approach ensured both facilities were completed smoothly and to a high standard. The high-functioning layouts combined with the distinctive branded design, has created a modern storage environment that reflects the client's vision for a lifestyle-led brand.

With two facilities now operational and further investment secured, The Place 4 Self Storage is already preparing for its next stage of expansion, with additional locations planned as the platform continues to grow. The next locations will continue to incorporate key operational features such as Lödige lift installations, fire protection systems and integrated building services. Future sites, including the upcoming Swindon facility, will incorporate further infrastructure such as dry riser fire protection systems, future-proofing the buildings for long-term use.

“What I like about working with Kuboid is the personal touch — the business has grown but it still feels very user-friendly,” said Jonathan Meire, Director, The Place 4 Self Storage.

The full spec:

Range of unit sizes:

Room sizing ranges through Commercial 600 sq ft down to Domestic 25 sq ft
Bespoke Dark Green
White

Door colour:

Trim colour:

Scope of works:

- Self storage unit installation
- Mezzanine integration
- Design and layout consultation
- Supplier coordination
- Existing mezzanine retained and integrated
- Internal ramps
- Bespoke branded door colour
- Simultaneous delivery of two sites
- Dry riser fire protection system
- Fire protection package
- Electrical package
- Lödige lift installations

