

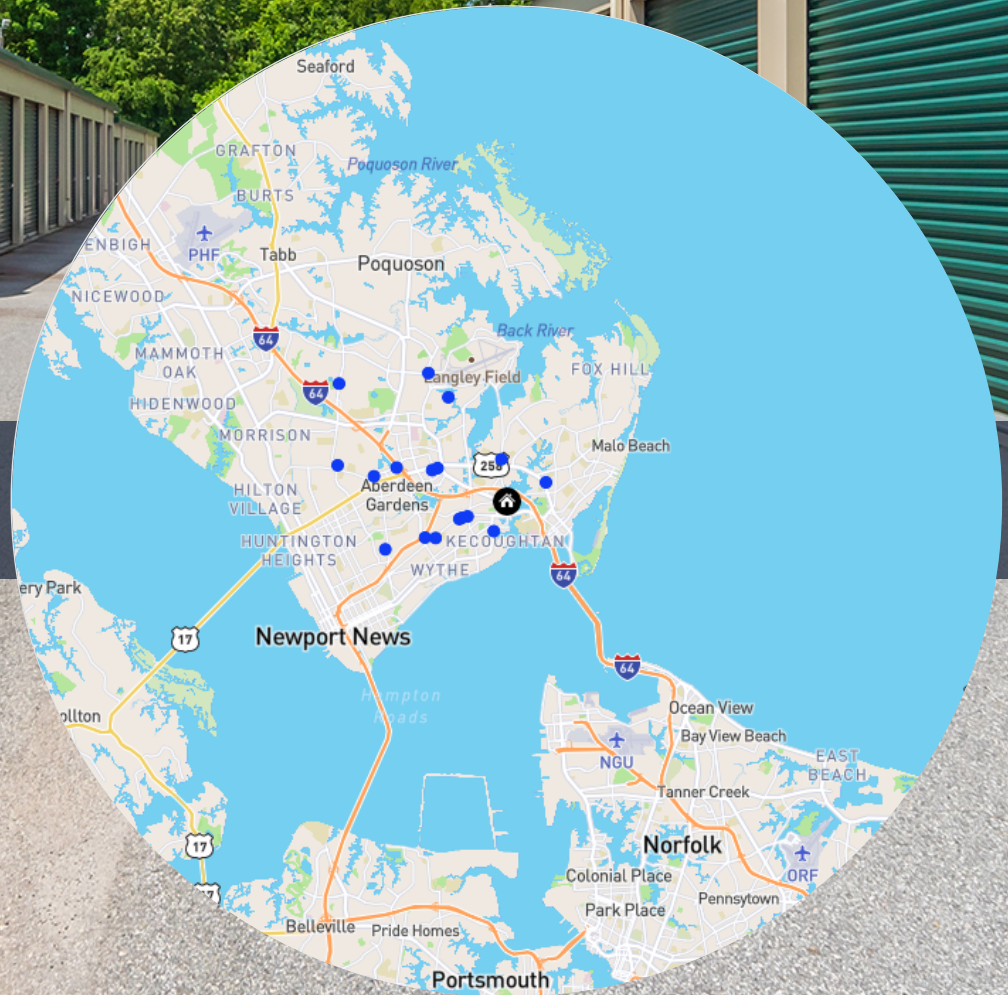
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EXPLORER

Market Report

Produced on Dec 19 2022

Report for:
Hampton, VA



stortrack

Questions?
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Market Summary

Market: Hampton, VA

Market Type: City

Comparisons are made with: Virginia State Total and Averages

Market Snapshot

The Market Snapshot is a one-look overview of the market.

	This Market	State
Net Rentable Sq Ft	963,736	63,709,058
Sq Ft per Capita		
• 2020 Sq Ft per Capita	7.13	7.38
• 2023 Sq Ft per Capita	7.26	7.31
• 2025 Sq Ft per Capita	7.34	7.2
Sq Ft per Household	17.57	19.77
Total Stores	17	1,344
• REITS	7	277
• Mid Ops	4	571
• Small Ops	6	496
New Developments	0	89
Sq Ft of Developments	N/A	7,949,221
Stores opened within the last year	0	25
Demographics		
• 2020 Population	135,169	8,630,182
• 2023 Population	132,811 (-1.74% change)	8,712,385 (+2.46% change)
• 2025 Population	131,240 (-2.91% change)	8,851,980 (+4.1% change)
Households	54,847	3,222,635
Rental Households	23,614	1,060,350

Market Snapshot Continued

	This Market	State
Rental Households Percentage	43.05%	33.3%
Median Household Income	\$57,041	\$76,398
Average Rate Per Square Feet		
• All Units without Parking	\$1.9	N/A
• All Units with Parking	\$1.83	\$1.37
• Regular Units	\$1.54	\$1.15
• Climate Controlled Units	\$2.24	\$1.63
• Only Parking	\$0.54	\$0.43
Rate Trend (12 months)	-12.23%	-7.18%
Units Not Advertised	13%	19%
Market Including Known Developments		
Net Rentable Sq Ft	963,736	71,658,279
Sq Ft per Capita		
• 2020 Sq Ft per Capita	7.13	8.3
• 2023 Sq Ft per Capita	7.26	8.22
• 2025 Sq Ft per Capita	7.34	8.1
Sq Ft per Household	17.57	22.24
Total Stores	17	1,433
• REITS	7	287
• Mid Ops	8	576
• Small Ops	6	496

Unit Types Offered

Analysis of the most common unit types - with the percentage of Stores in the market currently offering that unit type.

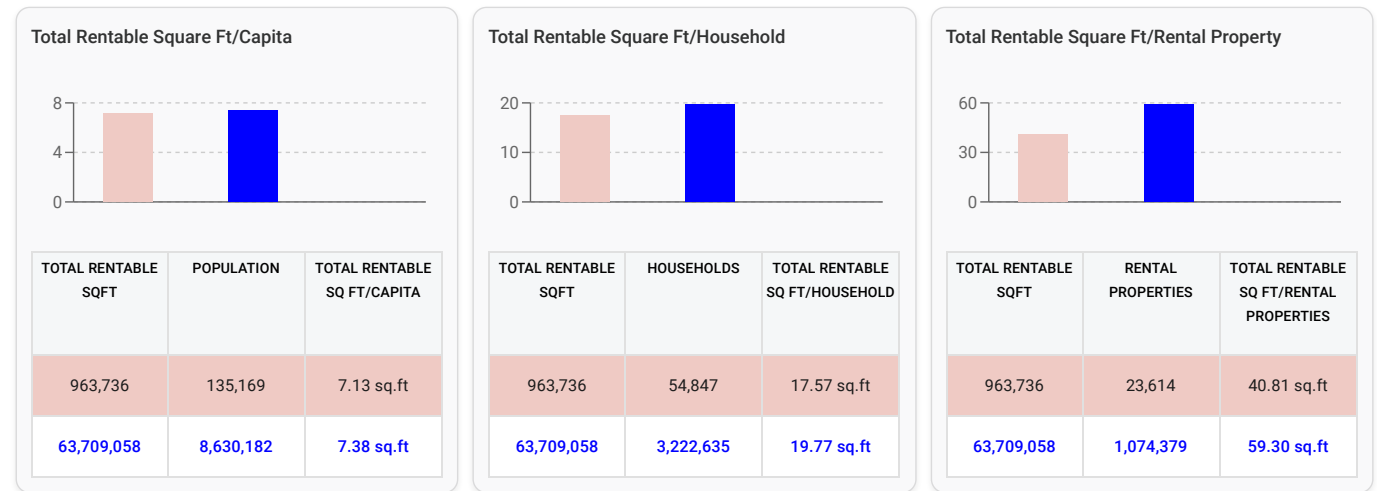
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
70.59%	76.47%	64.71%	41.18%	29.41%	17.65%	11.76%	47.06%	23.53%	41.18%	29.41%	35.29%	35.29%	41.18%	17.65%	11.76%	23.53%	N/A	29.41%
97.31%	100.00%	85.11%	57.22%	16.46%	39.42%	39.31%	64.95%	48.04%	68.20%	47.59%	61.93%	42.67%	58.45%	36.39%	39.08%	13.89%	4.93%	15.68%

■ This Market ■ Virginia State Total and Averages

Overall Market Supply Metrics

Analysis of supply metrics in the market. A side-by-side bar chart comparison, shows the Market's Total Rentable Square Footage per Capita, Total Rentable Square Footage per Household and Total Rentable Square Footage per Rental Property.

Demographic data based on the U.S. Census Bureau's 2020 American Community Survey.



■ This Market ■ Virginia State Total and Averages

12 Month Trailing Average Rate History

View 12 month trailing average rates for the past one year.

Summary - 10x10 Reg (Premium, Any Floor)

		ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
Current Market Average Price		\$195.25	\$188.20	\$146.33	\$239.79	\$91.80	-	-	-	-	\$147.29	-	-	-	-	-	-	-	-	-
Public Storage 1205 W Pembroke Ave, Hampton, VA 23661	12 mo. trailing avg.	\$186.76	\$186.76	\$186.76	-	-	-	-	-	-	\$191.04	-	-	-	-	-	-	-	-	-
American Classic Storage 906 Big Bethel Rd, Hampton, VA 23666	12 mo. trailing avg.	\$178.26	\$169.52	\$156.08	\$193.97	\$101.47	-	-	-	-	\$150.80	-	-	-	-	-	-	-	-	-
Public Storage 3036 N Armistead Ave, Hampton, VA 23666	12 mo. trailing avg.	\$227.92	\$227.92	\$219.99	\$237.77	-	-	-	-	-	\$182.59	-	-	-	-	-	-	-	-	-
American Classic Storage 20 Potter Lane, Hampton, VA 23666	12 mo. trailing avg.	\$159.28	\$159.28	\$159.28	-	-	-	-	-	-	\$140.41	-	-	-	-	-	-	-	-	-
Extra Space 2401 Build America Dr, Hampton, VA 23666	12 mo. trailing avg.	\$164.52	\$163.03	\$157.09	-	\$122.08	-	-	-	-	\$179.32	-	-	-	-	-	-	-	-	-
Extra Space 1343 Big Bethel Rd, Hampton, VA 23666	12 mo. trailing avg.	\$207.30	\$195.87	\$149.38	\$222.10	\$146.05	-	-	-	-	\$176.03	-	-	-	-	-	-	-	-	-

12 Month Trailing Average Rate History Continued

Summary - 10x10 Reg (Premium, Any Floor)

		ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
Hampton Boat & RV Storage 4340 Kecoughtan Rd, Hampton, VA 23669	12 mo. trailing avg.	-	\$80.05	\$80.05	-	\$80.05	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Qwik-Stor Inc. 1213 North King Street, Hampton, VA 23669	12 mo. trailing avg.	\$150.00	\$150.00	\$145.00	\$165.00	-	-	-	-	-	\$130.00	-	-	-	-	-	-	-	-	-
Extra Space 1141 W Pembroke Ave, Hampton, VA 23661	12 mo. trailing avg.	\$168.69	\$163.36	\$136.29	\$192.75	\$105.14	-	-	-	-	\$153.12	-	-	-	-	-	-	-	-	-
U-Haul Moving & Storage at Coliseum 1023 W Mercury Blvd, Hampton, VA 23666	12 mo. trailing avg.	\$139.07	\$139.07	-	\$139.07	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Extra Space 1975 Cunningham Dr, Hampton, VA 23666	12 mo. trailing avg.	\$337.78	\$337.78	-	\$337.78	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
E-Commerce Center of Hampton 1708 Todds Lane, Hampton, VA 23666	12 mo. trailing avg.	\$247.50	\$247.50	\$267.22	\$246.65	-	-	-	-	-	\$211.67	-	-	-	-	-	-	-	-	-
Affordable Self Storage - Hampton - 1635 West Pembroke Avenue 1635 West Pembroke Avenue, Hampton, VA 23661	12 mo. trailing avg.	\$95.70	\$95.70	\$90.06	\$143.00	-	-	-	-	-	\$131.75	-	-	-	-	-	-	-	-	-

12 Month Trailing Average Rate History Continued

Summary - 10x10 Reg (Premium, Any Floor)

		ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
Salters Creek Commercial Stge 221 Salters Creek Rd, Hampton, VA 23661	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Extra Space 815 LaSalle Ave, Hampton, VA 23669	12 mo. trailing avg.	\$229.20	\$192.77	\$106.13	\$230.46	\$98.64	-	-	-	-	\$195.57	-	-	-	-	-	-	-	-	-
Storage Depot of Hampton 185 E Mercury Blvd, Hampton, VA 23669	12 mo. trailing avg.	\$147.01	\$147.01	\$147.01	-	-	-	-	-	-	\$169.22	-	-	-	-	-	-	-	-	-
Incubator Self Storage 6000 Incubator Road, Hampton, VA 23661	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Specific Unit - 10x10 Reg (Premium, Any Floor)

		DEC 2021	JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022
	Current Market Average Price	\$148.30	\$150.60	\$153.19	\$156.16	\$159.01	\$161.68	\$163.77	\$165.55	\$165.94	\$163.87	\$163.01	\$163.30
Qwik-Stor Inc. 1213 North King Street, Hampton, VA 23669	12 mo. trailing avg.	\$126.55	\$127.40	\$128.16	\$129.01	\$129.84	\$130.00	\$130.00	\$130.00	\$130.00	\$130.00	\$130.00	\$130.00
Extra Space 1141 W Pembroke Ave, Hampton, VA 23661	12 mo. trailing avg.	\$148.69	\$152.47	\$159.36	\$170.93	\$176.83	\$180.06	\$180.17	\$178.65	\$182.31	\$166.00	\$164.64	\$153.12

12 Month Trailing Average Rate History Continued

Specific Unit - 10x10 Reg (Premium, Any Floor)

		DEC 2021	JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022
Extra Space													
815 LaSalle Ave, Hampton, VA 23669	12 mo. trailing avg.	\$216.94	\$206.40	\$206.40	\$208.06	\$208.02	\$203.21	\$202.26	\$199.25	\$198.17	\$185.93	\$188.32	\$195.57
Public Storage													
1205 W Pembroke Ave, Hampton, VA 23661	12 mo. trailing avg.	\$167.77	\$169.17	\$170.00	\$173.73	\$178.87	\$185.55	\$187.32	\$190.45	\$191.51	\$192.18	\$191.38	\$191.04
Extra Space													
1343 Big Bethel Rd, Hampton, VA 23666	12 mo. trailing avg.	\$159.99	\$167.49	\$177.88	\$180.08	\$182.38	\$184.54	\$186.26	\$186.81	\$184.16	\$178.63	\$174.25	\$176.03
Affordable Self Storage - Hampton - 1635 West Pembroke Avenue													
1635 West Pembroke Avenue, Hampton, VA 23661	12 mo. trailing avg.	-	-	-	-	-	-	\$128.00	\$128.00	\$128.00	\$128.00	\$128.00	\$131.75
American Classic Storage													
906 Big Bethel Rd, Hampton, VA 23666	12 mo. trailing avg.	\$139.34	\$140.82	\$141.19	\$142.71	\$143.55	\$145.04	\$146.82	\$147.78	\$148.55	\$149.29	\$150.05	\$150.80
Public Storage													
3036 N Armistead Ave, Hampton, VA 23666	12 mo. trailing avg.	\$171.16	\$172.92	\$174.07	\$175.96	\$175.75	\$177.81	\$180.53	\$182.67	\$184.03	\$179.99	\$179.71	\$182.59
American Classic Storage													
20 Potter Lane, Hampton, VA 23666	12 mo. trailing avg.	\$115.26	\$119.14	\$122.00	\$125.80	\$129.12	\$133.39	\$135.50	\$136.98	\$137.32	\$138.18	\$139.68	\$140.41
Extra Space													
2401 Build America Dr, Hampton, VA 23666	12 mo. trailing avg.	\$159.77	\$162.70	\$169.66	\$177.08	\$184.54	\$189.98	\$193.67	\$193.29	\$191.16	\$185.76	\$179.36	\$179.32
Salters Creek Commercial Stge													
221 Salters Creek Rd, Hampton, VA 23661	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Hampton Boat & RV Storage													
4340 Kecoughtan Rd, Hampton, VA 23669	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
E-Commerce Center of Hampton													
1708 Todds Lane, Hampton, VA 23666	12 mo. trailing avg.	\$152.01	\$167.98	\$213.15	\$213.15	\$213.15	\$213.15	\$213.15	\$213.15	\$213.15	\$213.15	\$213.15	\$211.67
Extra Space													
1975 Cunningham Dr, Hampton, VA 23666	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

12 Month Trailing Average Rate History Continued

Specific Unit - 10x10 Reg (Premium, Any Floor)

		DEC 2021	JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022
Storage Depot of Hampton 185 E Mercury Blvd, Hampton, VA 23669	12 mo. trailing avg.	\$100.06	\$100.05	\$100.05	\$100.05	\$100.00	\$102.65	\$124.42	\$144.27	\$156.06	\$160.40	\$163.02	\$169.22
Incubator Self Storage 6000 Incubator Road, Hampton, VA 23661	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
U-Haul Moving & Storage at Coliseum 1023 W Mercury Blvd, Hampton, VA 23666	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

Summary - 10x10 CC (Premium, Any Floor)

		ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
Current Market Average Price		\$195.25	\$188.20	\$146.33	\$239.79	\$91.80	-	-	-	-	-	\$189.60	-	-	-	-	-	-	-	-
Extra Space 815 LaSalle Ave, Hampton, VA 23669	12 mo. trailing avg.	\$229.20	\$192.77	\$106.13	\$230.46	\$98.64	-	-	-	-	-	\$174.16	-	-	-	-	-	-	-	-
Extra Space 1343 Big Bethel Rd, Hampton, VA 23666	12 mo. trailing avg.	\$207.30	\$195.87	\$149.38	\$222.10	\$146.05	-	-	-	-	-	\$162.14	-	-	-	-	-	-	-	-
Extra Space 1975 Cunningham Dr, Hampton, VA 23666	12 mo. trailing avg.	\$337.78	\$337.78	-	\$337.78	-	-	-	-	-	-	\$199.93	-	-	-	-	-	-	-	-
Qwik-Stor Inc. 1213 North King Street, Hampton, VA 23669	12 mo. trailing avg.	\$150.00	\$150.00	\$145.00	\$165.00	-	-	-	-	-	-	\$140.00	-	-	-	-	-	-	-	-

12 Month Trailing Average Rate History Continued

Summary - 10x10 CC (Premium, Any Floor)

		ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
Extra Space 1141 W Pembroke Ave, Hampton, VA 23661	12 mo. trailing avg.	\$168.69	\$163.36	\$136.29	\$192.75	\$105.14	-	-	-	-	-	\$168.66	-	-	-	-	-	-	-	-
Public Storage 3036 N Armistead Ave, Hampton, VA 23666	12 mo. trailing avg.	\$227.92	\$227.92	\$219.99	\$237.77	-	-	-	-	-	-	\$208.99	-	-	-	-	-	-	-	-
American Classic Storage 20 Potter Lane, Hampton, VA 23666	12 mo. trailing avg.	\$159.28	\$159.28	\$159.28	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Extra Space 2401 Build America Dr, Hampton, VA 23666	12 mo. trailing avg.	\$164.52	\$163.03	\$157.09	-	\$122.08	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public Storage 1205 W Pembroke Ave, Hampton, VA 23661	12 mo. trailing avg.	\$186.76	\$186.76	\$186.76	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
American Classic Storage 906 Big Bethel Rd, Hampton, VA 23666	12 mo. trailing avg.	\$178.26	\$169.52	\$156.08	\$193.97	\$101.47	-	-	-	-	-	\$186.98	-	-	-	-	-	-	-	-
E-Commerce Center of Hampton 1708 Todds Lane, Hampton, VA 23666	12 mo. trailing avg.	\$247.50	\$247.50	\$267.22	\$246.65	-	-	-	-	-	-	\$210.77	-	-	-	-	-	-	-	-

12 Month Trailing Average Rate History Continued

Summary - 10x10 CC (Premium, Any Floor)

		ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
Salters Creek Commercial Stge 221 Salters Creek Rd, Hampton, VA 23661	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hampton Boat & RV Storage 4340 Kecoughtan Rd, Hampton, VA 23669	12 mo. trailing avg.	-	\$80.05	\$80.05	-	\$80.05	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Storage Depot of Hampton 185 E Mercury Blvd, Hampton, VA 23669	12 mo. trailing avg.	\$147.01	\$147.01	\$147.01	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incubator Self Storage 6000 Incubator Road, Hampton, VA 23661	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
U-Haul Moving & Storage at Coliseum 1023 W Mercury Blvd, Hampton, VA 23666	12 mo. trailing avg.	\$139.07	\$139.07	-	\$139.07	-	-	-	-	-	-	\$149.00	-	-	-	-	-	-	-	-
Affordable Self Storage - Hampton - 1635 West Pembroke Avenue 1635 West Pembroke Avenue, Hampton, VA 23661	12 mo. trailing avg.	\$95.70	\$95.70	\$90.06	\$143.00	-	-	-	-	-	-	\$143.00	-	-	-	-	-	-	-	-

12 Month Trailing Average Rate History Continued

Specific Unit - 10x10 CC (Premium, Any Floor)

		DEC 2021	JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022
Current Market Average Price		\$167.98	\$169.01	\$170.77	\$173.41	\$175.54	\$178.18	\$179.68	\$180.31	\$181.50	\$180.16	\$178.50	\$178.56
Public Storage 1205 W Pembroke Ave, Hampton, VA 23661	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
American Classic Storage 906 Big Bethel Rd, Hampton, VA 23666	12 mo. trailing avg.	\$169.98	\$171.45	\$172.19	\$173.49	\$174.69	\$176.52	\$178.90	\$180.63	\$182.25	\$183.81	\$185.42	\$186.98
U-Haul Moving & Storage at Coliseum 1023 W Mercury Blvd, Hampton, VA 23666	12 mo. trailing avg.	\$146.20	\$145.83	\$146.01	\$146.56	\$145.43	\$147.45	\$147.95	\$147.95	\$147.68	\$148.28	\$148.84	\$149.00
Extra Space 1343 Big Bethel Rd, Hampton, VA 23666	12 mo. trailing avg.	\$180.51	\$180.51	\$182.52	\$184.06	\$183.26	\$184.57	\$185.03	\$184.21	\$184.72	\$173.67	\$166.09	\$162.14
Salters Creek Commercial Stge 221 Salters Creek Rd, Hampton, VA 23661	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Public Storage 3036 N Armistead Ave, Hampton, VA 23666	12 mo. trailing avg.	\$172.65	\$175.12	\$183.50	\$191.97	\$194.10	\$197.35	\$199.56	\$200.05	\$204.67	\$210.01	\$207.35	\$208.99
American Classic Storage 20 Potter Lane, Hampton, VA 23666	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Extra Space 2401 Build America Dr, Hampton, VA 23666	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Extra Space 1975 Cunningham Dr, Hampton, VA 23666	12 mo. trailing avg.	\$185.56	\$190.06	\$200.21	\$200.07	\$202.50	\$204.86	\$205.78	\$203.41	\$203.73	\$199.35	\$201.67	\$199.93
Qwik-Stor Inc. 1213 North King Street, Hampton, VA 23669	12 mo. trailing avg.	\$136.55	\$137.40	\$138.16	\$139.01	\$139.84	\$140.00	\$140.00	\$140.00	\$140.00	\$140.00	\$140.00	\$140.00
Extra Space 1141 W Pembroke Ave, Hampton, VA 23661	12 mo. trailing avg.	\$181.53	\$178.74	\$178.27	\$178.27	\$178.27	\$177.30	\$175.17	\$174.96	\$170.71	\$170.71	\$167.78	\$168.66

12 Month Trailing Average Rate History Continued

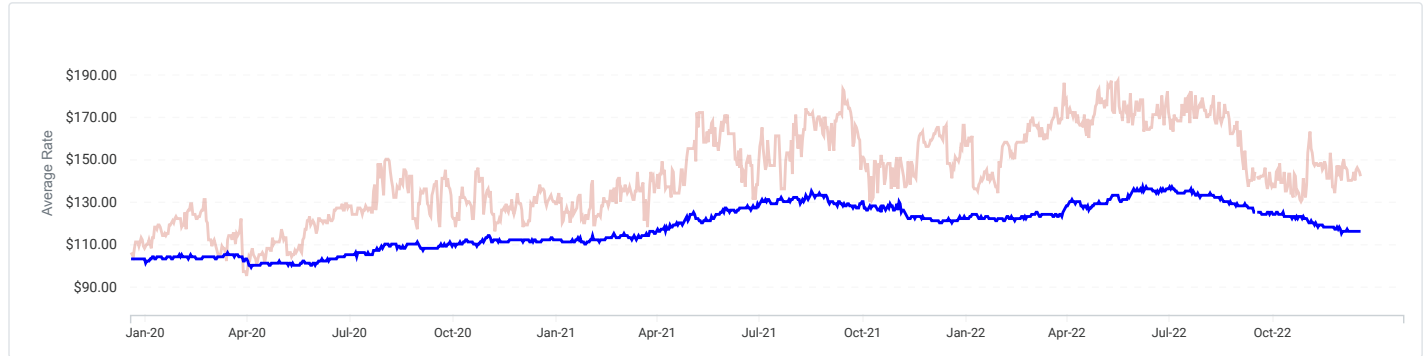
Specific Unit - 10x10 CC (Premium, Any Floor)

		DEC 2021	JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022
Hampton Boat & RV Storage 4340 Kecoughtan Rd, Hampton, VA 23669	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Extra Space 815 LaSalle Ave, Hampton, VA 23669	12 mo. trailing avg.	\$182.96	\$180.57	\$179.45	\$184.04	\$186.37	\$190.40	\$189.63	\$188.58	\$188.57	\$180.44	\$175.00	\$174.16
Storage Depot of Hampton 185 E Mercury Blvd, Hampton, VA 23669	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Incubator Self Storage 6000 Incubator Road, Hampton, VA 23661	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Affordable Self Storage - Hampton - 1635 West Pembroke Avenue 1635 West Pembroke Avenue, Hampton, VA 23661	12 mo. trailing avg.	\$143.00	\$143.00	\$143.00	\$143.00	\$143.00	\$143.00	\$143.00	\$143.00	\$143.00	\$143.00	\$143.00	\$143.00
E-Commerce Center of Hampton 1708 Todds Lane, Hampton, VA 23666	12 mo. trailing avg.	\$178.86	\$180.69	\$183.15	\$186.66	\$190.75	\$196.02	\$201.04	\$204.47	\$205.87	\$207.48	\$208.12	\$210.77

Average Rates History

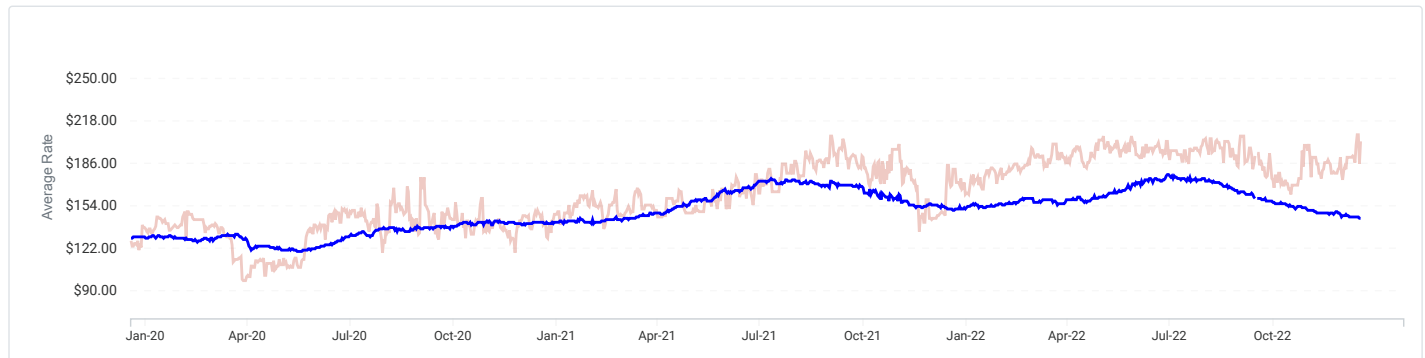
Historical graphs showing the average rate over the past 36 months for each of the most common unit types.

10x10 Reg (Last 3 Years)



■ This Market ■ Virginia State Total and Averages

10x10 CC (Last 3 Years)



■ This Market ■ Virginia State Total and Averages

All Stores List

Profile information on every store in the market. Store profile information includes the Store Name, Store Address, Total Rentable Square Footage, Year Opened, Company owner and/or Operating Company, Rate Volatility over the past 30 days.

Total Square Feet values displayed here are obtained from public sources, including city and county property records. When this information is unavailable, StorTrack uses mapping tools or internal models to estimate the size of the property - such properties have an asterisk (*) next to their Total Square Feet value.

How is Rentable Square Feet (RSF) calculated for each property?

RSF is 95% of TSF if the property has 1 floor | RSF is 85% of TSF if the property has 2 floors | RSF is 75% of TSF if the property has 3 or more floors | RSF is 95% of TSF if the property has an unknown number of floors


The class type is a proprietary store classification system. Facilities are categorized based on data concerning rental rates, population, median household income and more.


✓ Rate available for this unit type
✗ Rate not available for this unit type
👁️ Rate previously available, but not currently advertised


		Hampton Boat & RV Storage 0.87 mile 4340 Kecoughtan Rd, Hampton, VA 23669				Total Square Feet 43,541 sqft		Marketing Scorecard		7/100			
		Rentable Square Footage 41,363 sqft				Owned by H B RV S Inc		Contactability 0/11		Paid Search 0/35			
Monday - Saturday 09:00 AM - 03:00 PM						Class Type B		Search 0/15		Social Media 0/14			
Sunday Closed						Store Type Parking		Website 7/25					
Rate Volatility 0%													
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	👁️	✓


All Stores List Continued


✓ Rate available for this unit type
✗ Rate not available for this unit type
🗑 Rate previously available, but not currently advertised

 Extra Space 1.13 miles 815 LaSalle Ave, Hampton, VA 23669		Total Square Feet 90,738 sqft		Marketing Scorecard 42/100									
Rentable Square Footage 68,053 sqft		Owned by Extra Space Storage Inc		Contactability 6/11									
Monday - Friday 09:30 AM - 06:00 PM		Class Type A		Paid Search 8/35									
Saturday 09:00 AM - 05:30 PM		Store Type Self Storage		Search 0/15									
Sunday Closed		Rate Volatility 52%		Social Media 7/14									
				Website 21/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✓	✗	🗑	🗑	✓	✗	✓	🗑	🗑	✗	✓	🗑	✓

 Qwik-Stor Inc. 1.14 miles 1213 North King Street, Hampton, VA 23669		Total Square Feet 63,258 sqft		Marketing Scorecard 15/100									
Rentable Square Footage 60,095 sqft		Owned by Qwik-stor Inc		Contactability 3/11									
Monday - Friday 09:00 AM - 06:00 PM		Class Type B		Paid Search 0/35									
Saturday 09:00 AM - 05:00 PM		Store Type Self Storage		Search 3/15									
Sunday Closed		Rate Volatility 0%		Social Media 0/14									
				Website 9/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✓	✗	✓	✗	✓	✓	✓	✓	✓	✗	✓	✗	✗	✗


 Storage Depot of Hampton 1.16 miles 185 E Mercury Blvd, Hampton, VA 23669		Total Square Feet 54,801 sqft		Marketing Scorecard 29/100									
Rentable Square Footage 46,580 sqft		Owned by CIG SDH LLC & CIG SDH BP LLC		Contactability 6/11									
Monday - Friday 09:30 AM - 06:00 PM		Class Type B		Paid Search 5/35									
Saturday 09:00 AM - 05:30 PM		Store Type Self Storage		Search 2/15									
Sunday Closed		Rate Volatility 7%		Social Media 0/14									
				Website 16/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗	✗


 Extra Space 1.28 miles 1141 W Pembroke Ave, Hampton, VA 23661		Total Square Feet 98,105 sqft		Marketing Scorecard 53/100									
Rentable Square Footage 83,389 sqft		Owned by Extra Space Storage Inc		Contactability 6/11									
Monday - Friday 09:30 AM - 06:00 PM		Class Type A		Paid Search 14/35									
Saturday 09:00 AM - 05:30 PM		Store Type Self Storage		Search 2/15									
Sunday Closed		Rate Volatility 23%		Social Media 7/14									
				Website 24/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✓	🗑	🗑	🗑	🗑	🗑	🗑	🗑	✗	✗	🗑	✓


 Public Storage 1.36 miles 1205 W Pembroke Ave, Hampton, VA 23661		Total Square Feet 65,250 sqft		Marketing Scorecard 49/100									
Rentable Square Footage 61,987 sqft		Owned by Public Storage		Contactability 8/11									
Monday - Friday 09:30 AM - 06:00 PM		Class Type B		Paid Search 12/35									
Saturday - Sunday 09:30 AM - 05:00 PM		Store Type Self Storage		Search 0/15									
Sunday Closed		Rate Volatility 28%		Social Media 8/14									
				Website 21/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
🗑	✗	✓	✗	✓	✗	✗	✗	✓	✗	✗	✗	✗	✗


All Stores List Continued


✓ Rate available for this unit type ✗ Rate not available for this unit type 🚫 Rate previously available, but not currently advertised

 U-Haul Moving & Storage at Coliseum 2.06 miles 1023 W Mercury Blvd, Hampton, VA 23666		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility	36,838 sqft 34,996 sqft Nine Sac Self Storage Corporation B Self Storage 20%	Marketing Scorecard Contactability Paid Search Search Social Media Website	39/100 6/11 5/35 0/15 7/14 21/25								
Monday - Thursday	07:00 AM - 07:00 PM												
Friday	07:00 AM - 08:00 PM												
Saturday	07:00 AM - 07:00 PM												
Sunday	09:00 AM - 05:00 PM												
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✗	🚫	✗	🚫	✗	🚫	✗	✗	✗	✗	✗	✗

 Affordable Self Storage - Hampton - 1635 West Pembroke Avenue 2.14 miles 1635 West Pembroke Avenue, Hampton, VA 23661		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility	36,422 sqft 30,958 sqft Three Musketeers LLC B Self Storage 0%	Marketing Scorecard Contactability Paid Search Search Social Media Website	43/100 6/11 9/35 0/15 7/14 21/25								
Monday - Friday	07:00 AM - 08:00 PM												
Saturday	07:00 AM - 07:00 PM												
Sunday	09:00 AM - 05:00 PM												
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
🚫	✗	🚫	✗	🚫	🚫	✗	✗	✗	✗	✗	✗	✗	✗

 Extra Space 2.17 miles 1975 Cunningham Dr, Hampton, VA 23666		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility	134,204 sqft 100,653 sqft Extra Space Storage Inc A Self Storage 53%	Marketing Scorecard Contactability Paid Search Search Social Media Website	43/100 6/11 8/35 1/15 7/14 21/25								
Monday - Friday	09:30 AM - 06:00 PM												
Saturday	09:00 AM - 05:30 PM												
Sunday	Closed												
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	🚫	✗	🚫	✗	🚫	✗	🚫	✗	🚫	✗	✓	✗	✗

 Salters Creek Commercial Stge 2.39 miles 221 Salters Creek Rd, Hampton, VA 23661		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility	18,200 sqft 17,290 sqft Price Investments LLC B Self Storage N/A	Marketing Scorecard Contactability Paid Search Search Social Media Website	0/100 0/11 0/35 0/15 0/14 0/25								
Monday - Friday	09:30 AM - 06:00 PM												
Saturday	09:00 AM - 05:30 PM												
Sunday	Closed												
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

 Extra Space 3.08 miles 2401 Build America Dr, Hampton, VA 23666		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility	99,190 sqft 84,311 sqft Extra Space Storage Inc B Self Storage 26%	Marketing Scorecard Contactability Paid Search Search Social Media Website	47/100 6/11 13/35 0/15 7/14 21/25								
Monday - Friday	09:30 AM - 06:00 PM												
Saturday	09:00 AM - 05:30 PM												
Sunday	Closed												
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
🚫	✗	🚫	✗	✓	✗	✓	✗	✓	✗	✗	✗	🚫	✓

All Stores List Continued

✓ Rate available for this unit type ✗ Rate not available for this unit type 🗑 Rate previously available, but not currently advertised

American Classic Storage 3.19 miles
20 Potter Lane, Hampton, VA 23666

Monday - Friday: 09:00 AM - 06:00 PM
Saturday: 09:00 AM - 03:00 PM
Sunday: Closed

Total Square Feet: 31,447 sqft
Rentable Square Footage: 29,874 sqft
Owned by: Langley Storage Associates LLC
Class Type: B
Store Type: Self Storage
Rate Volatility: 1%

Marketing Scorecard 41/100
Contactability: 5/11
Paid Search: 5/35
Search: 0/15
Social Media: 7/14
Website: 24/25

5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗	✗

Incubator Self Storage 3.49 miles
6000 Incubator Road, Hampton, VA 23661

No Image Available

Total Square Feet: 49,896 sqft*
Rentable Square Footage: 47,401 sqft
Owned by: Incubator Self Storage
Class Type: B
Store Type: Self Storage
Rate Volatility: N/A

Marketing Scorecard 0/100
Contactability: 0/11
Paid Search: 0/35
Search: 0/15
Social Media: 0/14
Website: 0/25

5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

E-Commerce Center of Hampton 3.61 miles
1708 Todds Lane, Hampton, VA 23666

Monday - Friday: 09:00 AM - 06:00 PM
Saturday: 09:00 AM - 03:00 PM
Sunday: Closed

Total Square Feet: 95,277 sqft
Rentable Square Footage: 71,457 sqft
Owned by: E-Commerce Center Hampton LLC
Class Type: A
Store Type: Self Storage
Rate Volatility: 6%

Marketing Scorecard 24/100
Contactability: 3/11
Paid Search: 7/35
Search: 4/15
Social Media: 0/14
Website: 10/25

5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗

Public Storage 4.02 miles
3036 N Armistead Ave, Hampton, VA 23666

Monday - Friday: 09:30 AM - 06:00 PM
Saturday - Sunday: 09:30 AM - 05:00 PM

Total Square Feet: 73,320 sqft
Rentable Square Footage: 69,654 sqft
Owned by: Public Storage
Class Type: A
Store Type: Self Storage
Rate Volatility: 18%

Marketing Scorecard 54/100
Contactability: 8/11
Paid Search: 17/35
Search: 0/15
Social Media: 8/14
Website: 21/25

5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
🗑	🗑	✓	✓	🗑	🗑	✓	✓	✓	✓	🗑	✓	✗	✗

American Classic Storage 4.62 miles
906 Big Bethel Rd, Hampton, VA 23666

Monday: Closed
Tuesday - Friday: 09:00 AM - 06:00 PM
Saturday: 09:00 AM - 03:00 PM
Sunday: Closed


Total Square Feet: 68,939 sqft
Rentable Square Footage: 65,492 sqft
Owned by: Bethel Storage Associates LLC
Class Type: B
Store Type: Self Storage
Rate Volatility: 0%

Marketing Scorecard 41/100
Contactability: 5/11
Paid Search: 5/35
Search: 3/15
Social Media: 7/14
Website: 21/25

5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	🗑	✓

All Stores List Continued

✓ Rate available for this unit type
✗ Rate not available for this unit type
🚫 Rate previously available, but not currently advertised

 Extra Space 5.48 miles 1343 Big Bethel Rd, Hampton, VA 23666		Total Square Feet 52,825 sqft Rentable Square Footage 50,183 sqft Owned by Extra Space Storage Inc Class Type A Store Type Self Storage Rate Volatility 47%	Marketing Scorecard 46/100 Contactability 6/11 Paid Search 8/35 Search 0/15 Social Media 7/14 Website 25/25
Monday - Friday	09:30 AM - 06:00 PM		
Saturday	09:00 AM - 05:30 PM		
Sunday	Closed		

5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
🚫	🚫	✓	✓	✓	✓	🚫	✓	🚫	🚫	✗	🚫	🚫	🚫

StorTrack's Marketing Scorecard

The StorTrack Marketing Scorecard is a scoring mechanism for judging the activity and effectiveness of a Store's local marketing. This enables us to create a methodology for comparison and competitive insight.

The Scorecard is created by monitoring five different areas of a Store's marketing activities. StorTrack has created a weighted scoring process for each of these five categories. The category scores are what you see on the Marketing Scorecard page.

Website (25 Points)

The Website Content scoring is based on the availability of the below factors: Multiple pages, Navigation, Photos, Video, Map/Directions, Reviews/Testimonials	0-7 Score
Online Pricing for the store is based on the pricing data available online and the volatility.	0-7 Score
Online promotions is based on the promotion advertised for the unit types and on the Home page of the store website.	0-5 Score
The Metadata score is based on the search options available for finding a location, a sitemap, a search box to identify a specific page, etc.	0-3 Score
Direct booking engine is scored based on the website ability to complete an online rental/reservation.	0-3 Score

Search (Nonorganic) (35 points)

The score for the store is determined based on the order of the search result occurrence and the results within the Advertisement content section on the first page of the search results. The scores are listed below based searching on the following platforms with the keywords "self-storage [city name]".

Additionally we check if the store is listed on an aggregator website like Sparefoot, SelfStorage.com, Storagefront, etc.

Buys Google Adwords	0-12 Score
Buys Bing Ads	0-8 Score
Buys Yelp Ads	0-5 Score
Buys YellowPages Ads	0-5 Score
Listed on aggregator	0-5 Score

Search (organic) (15 points)

The score for the store is determined based on the keywords "self-storage [city name]" and if store appears on the first page of the search results.

First Page on Google	0-4 Score
First Page on Bing	0-3 Score
First Page on Yelp	0-3 Score
First Page on YellowPages	0-3 Score
GoogleMaps	0-2 Score

Social Media (14 points)

The social media score is based on the availability of the company profile, location specific profile, and posts within the last week and last month.

Facebook	0-7 Score
Twitter	0-7 Score

Contactability (11 points)

This score is based on the ease and methods to contact the store.

Contact Form/Direct Phone Number	0-3 Score
24/7 Customer Support Center	0-3 Score
Chat Support on Website	0-2 Score
1-800/Toll Free Number	0-3 Score