



AIA Arkansas

A Chapter of the American Institute of Architects

November 7, 2013

Jim Hugg Architect
Jim Hugg, AIA
8 Rocquet Court
Little Rock, AR 72227
Re: Arkansas Business Design Awards Publication

Hi Jim,

We wanted to congratulate you again on Hugg & Hall Mobile Storage being selected as a finalist in the AIA Arkansas Design Awards Program at the recent AIA Arkansas State Convention in Rogers. As you know, being a finalist gives you greater coverage of your project in the Arkansas Business Publishing Group publication, created specifically to showcase the great designs of Arkansas architects. Enclosed are 5 copies of the publication on the Design Awards for your use. We encourage you to resubmit this project next year.

Kindest Regards,

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Member Services Director

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ON THE COVER

Warren Stephens at the famed Alotian Club.

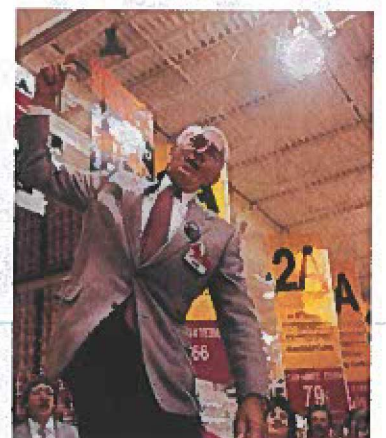
Photo by Janet Warlick



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Chic and Sleek: It's Hugg & Hall Mobile Storage to the Rescue

BY LARRY BRANNAN | PHOTOGRAPHY BY JANET WARLICK



➔ Jim Hugg at the Hugg & Hall Mobile Storage office in Little Rock, Arkansas.

“You’d be surprised how many people need extra storage space.” With that thought in mind,

Jim Hugg, an architect by training, started his mobile storage business with his father 18 years ago. Now, Hugg & Hall Mobile Storage, based in Little Rock, Ark., has a sprawling client base that covers all of Arkansas and has spread into surrounding states. In fact, Hugg said, “This year we’ll do about \$3.5 million in sales, total revenue.”

That total revenue combines sales and rental of extremely-rugged maritime shipping containers that Hugg & Hall Mobile Storage now uses exclusively. As president, Hugg runs the company from the ultra-modern, ultra-green complex in southwest Little Rock that they moved into about a year ago. He designed the building out of his own product ... shipping containers.

When Hugg and his father, Charles, started their mobile storage business, the product was very different. Charles Hugg had sold his very successful Hugg & Hall Equipment Company to his other son, John, and his son-in-law, Robert Hall. Charles established the lucrative regional business selling and renting industrial and construction equipment. After several acquisitions, Hugg & Hall Equipment grew even larger, but its bread-and-butter was specializing in the daily, weekly and monthly rental of its equipment.

Charles Hugg knew the rental business and was lured to the possibilities of a new venture. Jim left his architectural firm, and his dad came out of retirement; and together, in 1995, they started Hugg & Hall Mobile Storage Systems. In the beginning, they became a franchise for Mobile Mini and rented that company’s container products.

For some time, the storage business operated side-by-side with Hugg & Hall Equip-



The southwest Little Rock, Ark., headquarters of Hugg & Hall is built out of Hugg & Hall Mobile Storage's own product ... shipping containers.

ment, utilizing an overlap of facilities, trucking capacity and marketing efforts.

Jim Hugg said they weren't interested in residential, but rather "established contractors, sub-contractors, anything to do with construction or industrial" as their core customers. "You know, we do a lot of rentals to paper plants, mills and manufacturing facilities for temporary storage needs or even long-term storage needs. We rent to a lot of retailers, like Wal-Mart and K-Mart. They have a lot of lay-away needs, a lot of seasonal inventory storage needs that we provide containers for. ... Academics, churches, automotive dealerships ... it's a pretty widespread market, but construction, retail and industrial are our core business. We really like business-to-business," Hugg said.

Still holding his architecture license, Hugg designed new facilities for Hugg & Hall Equipment as it expanded while helping run his own company and attended national architecture conventions to learn more about what was going on in the industry. It was at a convention that he made the discovery that would change the course of his mobile storage business.

"I went to these AIA conventions where I met architects from California and the east coast, and they were building projects out of

shipping containers and talking about the green aspect of these things. The [containers] have a life as maritime shipping containers, then they are retired. There is a huge supply of them. So these guys got creative and said this is a great construction module. It's 8 feet wide, either 20 or 40 feet long, 8.5 feet tall and extremely structurally sound. So they started modifying the containers. There's a green aspect because they're recycling the container itself."

Manufactured in China, the containers are usually purchased by leasing companies that get them loaded for end-users and hire shipping lines to carry their contents across the ocean. Hugg said once the ships arrive at ports, the containers are typically stacked on trains and transported to various destinations around the country. Once retired, they go to depot storage yards. Hugg & Hall Mobile Storage buys used containers from a yard in Memphis, Tennessee.

The containers are made out of heavy-duty gauge steel and are wind- and water-tight. Floors in a 40-foot container have a 60,000-pound capacity with an asphalt undercoating, making them perfect not only for storage, but for portable field offices at industrial sites.

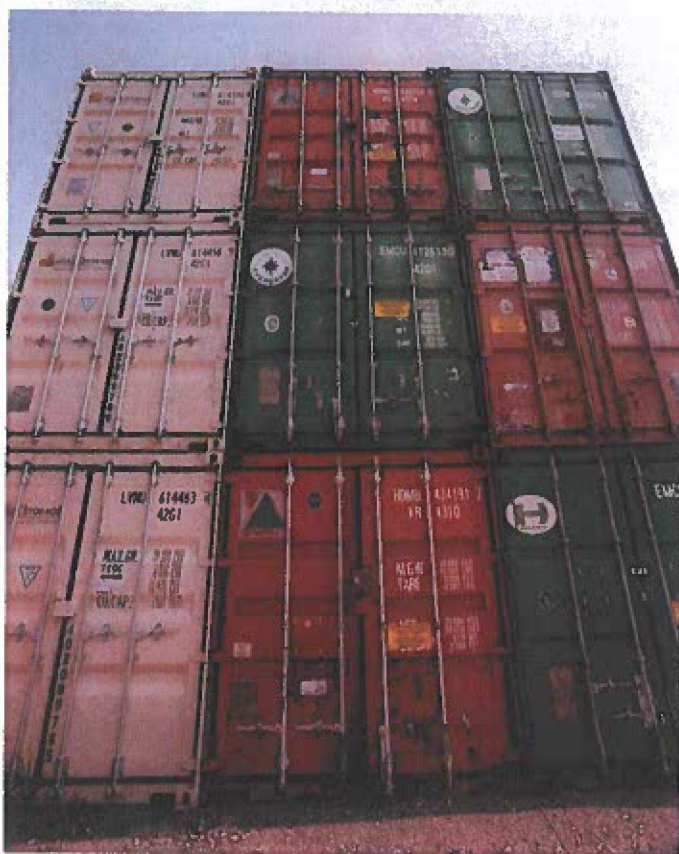
"In 2003, we started converting the con-

tainers into office units, job-site office units. We put a door in there, we put in air conditioning, we insulate them, we run phones, data, lights and put planning tables in there, and boom ... now these guys can get from us the office unit they need to work out of," Hugg said.

"I went to these AIA conventions where I met architects from California and the east coast, and they were building projects out of shipping containers and talking about the green aspect of these things."

He said his company has a vendor in China that sells him new units for about the same cost as used ones. The units have doors on both ends and a high-security locking system.

Besides the home office in Little Rock, Hugg & Hall Mobile Storage has additional Arkansas locations in El Dorado, Ft. Smith and Springdale and recently bought out another company for its newest location in Hoxie, near Walnut Ridge.



Mobile storage units



"We probably purchase about 300 to 400 hundred containers a year, and over the last few years we've added approximately 200 containers to our rental fleet. About 50 of those are office units. So our standing rental fleet today is about 1,500 containers, but then we are also selling about 150 containers a year," he said.

When you pull into the Hugg & Hall Mobile Storage yard, you can't miss the giant shipping containers stacked on top of each other. Another thing that catches your eye is the office complex and shop made from those same containers. Sleek and modern with a chic, industrial look, they're topped-off with wood decks and overhangs. Hugg designed his office building and has big plans for marketing future container buildings.

"We have a lot of interest. We have more and more people who tour our facility and say, 'Wow this is a shipping container? We would like to see if there's a way you could design us a fishing cabin, or a hunting club or a little place on the lake,'" Hugg said. "So there's a market for secure, modern design.

Something that can be portable, delivered to the site and set up."

Weathering severe storms and tornadoes is the purpose of another of the company's innovative designs utilizing shipping containers. The storm shelter product is called Storm Box, and Hugg said it's been tested at Texas Tech's wind testing institute to withstand an F5-rated tornado.

Hugg said he is in the stages of developing a 450-square-foot prototype that he plans to roll out this fall. "We think it's something banks will support because it's a lot more structurally sound than a mobile home system. This thing is going to be anchored down and will weather severe

storms," he said.

Weathering severe storms and tornadoes is the purpose of another of the company's innovative designs utilizing shipping containers. The storm shelter product is called Storm Box, and Hugg said it's been tested at Texas Tech's wind testing institute to withstand an F5-rated tornado. He said it has FEMA-rated doors and a locking system with a concrete and bolt anchoring system designed by structural engineers. Storm Box, also scheduled to be introduced this fall, will be an above-ground community storm shelter that Hugg said is an economical product with unlimited marketing potential, including schools.

Along with the storm shelters, Hugg sees great potential for his shipping container products in Arkansas' natural gas industry and with the military. He said he already does a lot of business with the Fort Chaffee Maneuver Training Center, where his containers are used to build mock villages.

"We're growing 15 to 20 percent a year; that's been our track for the past five or 10 years." **TB**



Built Area: 8,200 total sq. ft.
 Total Construction Costs- \$11 million
 Date of Completion: July 1, 2012
 Location: 6601 Scott Hamilton Dr. Little Rock, AR 72209
 Owner/Client: Cartham Properties
 Architect: Jim Hugg, AIA
 Contractor: Kinco Constructors

JIM HUGG
 ARCHITECT

HUGG & HALL MOBILE STORAGE

hugghallmobilestorage.com

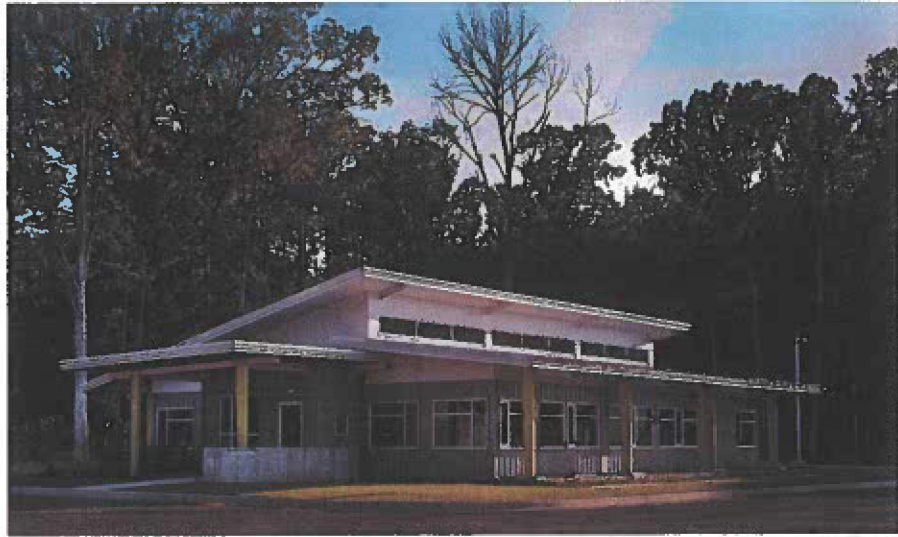
A portable storage company was in need of a new home. Hugg & Hall Mobile Storage utilizes shipping containers for mobile offices and storage units.

The growing company needed a new facility to accommodate current operations and facilitate future growth. A heavily wooded five-acre lot was purchased in the Little Rock Industrial Park. The park, developed in the early 1950's, contains many excellent examples of modern industrial design. The recognition and influence of the existing architecture was critical in establishing a building that is place-specific.

The program called for an office building, separate shop, and yard for container staging. The owner was intrigued by the advancing trend of utilizing repurposed shipping containers in construction. Their structural capacity and modular design lend themselves to a unique, modern aesthetic. Container up-cycling was in keeping with the company's commitment to sustainability and provided a unique platform to promote their product.

Abundant natural light, ventilation, as well as views and access to the outdoors were a priority in the new space. A large portion of the natural setting was preserved with this in mind.

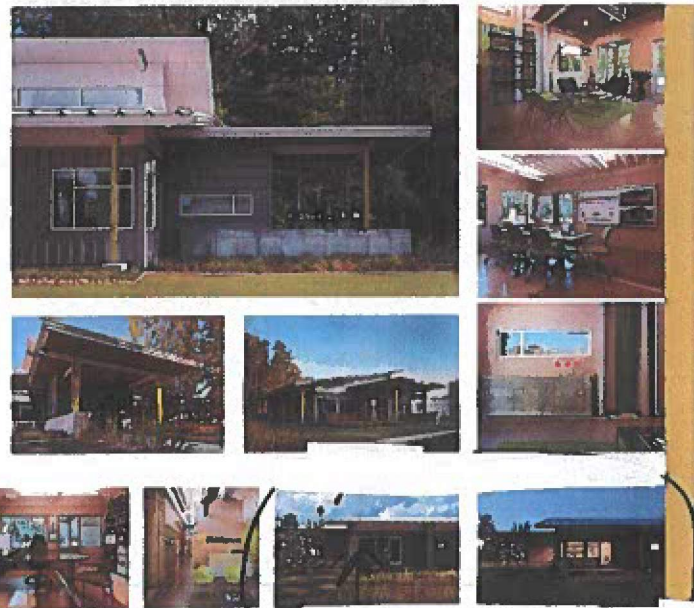
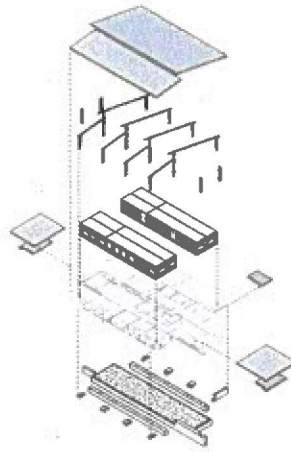
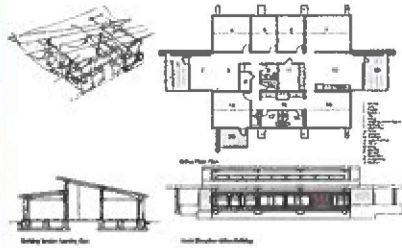
The containers were modified off site before delivering and setting on foundations. A site built "Middle Bar" of the office, pre-engineered metal roof system, as well as front and back covered porches were added. Exposed structural and industrial materials and a clean, integrated landscape design complete the project.



OFFICE

Built Area: 3200 sq. ft.
 Cost Per Sq. Ft.: \$125

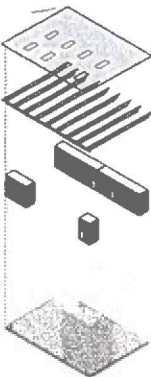
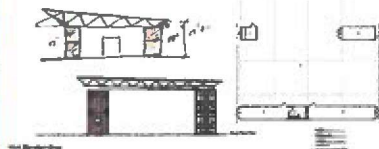
The office utilizes four 40' container units and four 20' units as building components. The containers were modified off site before delivering and setting on foundations. A site built "Middle Bar" of the office, pre-engineered metal roof system, as well as front and back covered porches were added. Exposed structural and industrial materials and a clean, integrated landscape design complete the project.



SHOP

Built Area: 5000 sq. ft.
 Cost Per Sq. Ft.: \$50

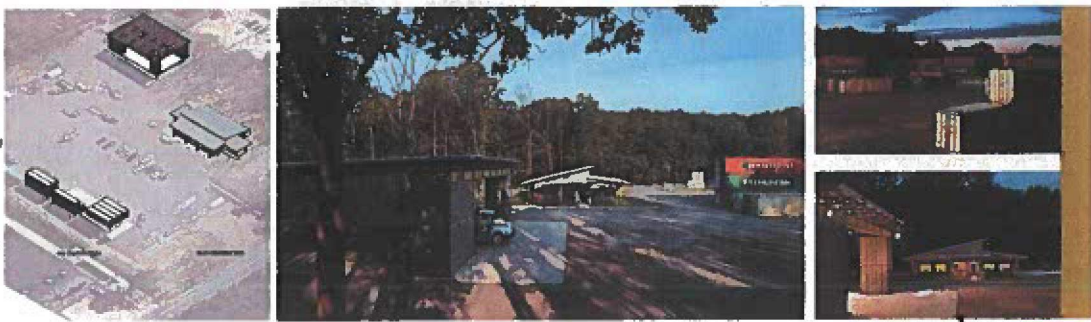
The Shop features four 40', two 20', and two 10' containers as integral structural design components. The roof is composed of a bar joist and pre-engineered metal roof system. Translucent light panels in the roof provide additional natural light to the work area. All container space is utilized. The Shop Office is located in a 10' container while Tool Room, Parts Inventory, Restroom, and General Storage areas are located in the remaining containers. Open sidewalls at the Shop provide ventilation for repair and modification work performed on trucks, trailers, containers, and equipment. Sidewall configurations can be constructed or modified by locating existing container inventory along the Shop perimeter. This also provides numerous opportunities for interesting product displays.



SITE

SITE AREA: 5 ACRES
 Cost \$200,000

The 5 acre site for this project is at 6601 Scott Hamilton drive. This site was owned by our neighbor to the north for possible expansion. That business was a wholesale liquor distributor and the first building built in the industrial park in the early 1950's. When we acquired the site it was completely undeveloped and covered in beautiful old growth timber. In developing our site plan for our operation special attention was paid to preserving as much of this natural environment as possible while designing a facility that to accommodate our operation. Large buffers were left to the West, South and East parts of the site. The previous owner had used the property as a corporate nature area with walking trails, picnic areas, even a basketball court. We were able to retain some of the elements and today our staff utilizes the natural areas on breaks and for outdoor company functions.



Arkansas Business Ventures

Submit story ideas to ArkansasBusiness.com/Submit_Contact.asp



Hugg & Hall has bought the assets of Superior Trailer Rentals, adding 350 containers to its fleet.

New Location

Hugg & Hall Announces New Office in Hoxie

Hugg & Hall Mobile Storage of Little Rock announced last week that it had acquired the assets of **Superior Trailer Rentals** of Hoxie (Lawrence County).

According to a news release, the acquisition will add around 350 containers to Hugg & Hall's fleet and will allow it to focus on markets in northeast Arkansas and southeast Missouri. The company already had offices in Little Rock, Fort Smith, Springdale and El Dorado.

"We are excited about this acquisition," Hugg & Hall President **Jim Hugg** said in the release. It "enables us to meet the growing customer demand for quality portable storage and portable office units. With the opening of the new location, we will enhance our presence in the

local market and better serve our existing customers. We see strong growth opportunities in the Jonesboro and Poplar Bluff, Mo., markets and look forward to providing our industry-leading customer service."

Specifics of the deal were not disclosed.

Hugg & Hall also recently completed construction on a corporate office in Little Rock. Its \$12.1 million acquisition of **Westquip Inc.** of Oklahoma City was among the biggest deals of 2012. The company was established in 1995 and has 1,500 storage units and 150 office units in its fleet. Its clients are in construction, manufacturing, retail, government, hotel and business industries.

— Luke Jones