

# BETCO



## BETCO CASE STUDY

**How Blue Hawk Investments Overcame Engineering and Energy Code Challenges with BETCO's Multi-story Design, Manufacture and Build Team**



### **ABOUT THE PROJECT:**

This ultra-modern, 118,000 sq. ft. Marlborough, MA facility was co-designed in-house, manufactured, and built for Blue Hawk Investments ("Blue Hawk") by the BETCO team. This ground-up facility was Blue Hawk's first self-storage construction project and required the attention of BETCO's experienced engineers to make Blue Hawk's unique structural vision a reality while also complying with local energy code requirements. Read the full article below to see find out why the Blue Hawk team partnered with BETCO to turn their unique design vision into a reality.

### **CHALLENGES WITH THE JOB:**

Every new construction project has its own set of challenges that arise during the process, and this beautiful, new CubeSmart facility was no exception. The Blue Hawk team wanted to create an angled wall design for the front of the facility, which required unique materials and a supporting framework. Additionally, like most construction projects, Blue Hawk's design vision had to take local codes and restrictions into consideration, with this facility, navigating local energy codes and requirements was particularly important. The majority of this facility house climate controlled units, while a limited number of exterior access units on the bottom floor are not climate controlled. Paul Ferreria, principal of Blue Hawk Investors turned to the team at BETCO to help overcome these challenges.

# How Blue Hawk Investments Overcame Engineering and Energy Code Challenges with BETCO's Multistory Design, Manufacture and Build Team

## SOLUTIONS:

With BETCO handling the structural design, manufacturing and co-installation/construction with Blue Hawk's construction team [Altair Construction], of this new, multi-story facility the addition of the angled steel gives a unique visual to the front office space, the architectural dynamics of the building now catches the eye of those that pass by. In addition, the storefront glazing was added with accent faux hallways on the second and third levels for visual affect.

In regard to the energy code requirements, the first level of limited exterior access units were not climate controlled. Meanwhile, the balance of the facility was 100% climate controlled, so additional insulation was required that enabled effective heating and cooling of the remaining areas of the facility. Without the proper insulation considerations, heating and cooling costs would have been much higher for this facility, put undue stress on the HVAC system and would not have passed code.

These unique solutions were coupled with an entrance that served as a seating and desk area. Customers can lounge in the front entrance area that is equipped with high-speed internet, a water station and a large TV screen. Altogether, this is a testimony of how BETCO's problem solving and the customer's vision brought innovation and hospitality to self-storage.

## CONCLUSION:

While this project brought about its own challenges, at BETCO there is little our team hasn't seen or can't handle. Expanding our portfolio by building facilities from coast to coast since 1984 has provided us with the experience and knowledge your next project deserves.

To learn more about overcoming engineering and code challenges without compromising on your design vision, visit:

[www.betcoinc.com/buildings/investing-multi-story](http://www.betcoinc.com/buildings/investing-multi-story)

[MARKETING@BETCOINC.COM](mailto:MARKETING@BETCOINC.COM)

704-286-8820

**“This was our first self-storage project, having developed multi-family, mixed-use and hospitality in the past. We were impressed by BETCO upon visiting their manufacturing facility and meeting the team. Their ability to provide experienced turn-key service and their deep industry knowledge was the main deciding factor. The real genius in business is simplicity, having less moving parts typically mitigates risk, engaging one company, Betco, that provides multiple solutions is an undeniable advantage.”**

– Paul Ferreira, Principal of  
Blue Hawk Investments