Micro + More
A Client-only Forum on Graduate Housing
With ADD Inc & Demographic Perspectives
Agenda

• Grad Students: Who are they?
• Why build graduate housing?
• What types of market rate housing are available to graduate students?
• How can we design smarter to better suit graduate student needs?
• Information about ADD Inc and Demographic Perspectives, LLC
Full-time Grad Students: Who are they?
Age: (ok, they are young!)

1/3 or more are under age 25

Majority are under age 30

Proprietary Research Studies See Slide 45 for Data Sources

© 2013 Demographic Perspectives, LLC
Status:

- **25% on average are International**

- **66%** Single

- **20-25%** Partnered no kids

- **7-13%** With kids

Proprietary Research Studies

© 2013 Demographic Perspectives, LLC
Current living arrangements

1/3 live alone
1/3 live with roommates
1/3 couples and families

85% cite COST
60% Better ‘Hood
60% Community

Why?
Preferences:
Ideal Unit Type if available & affordable

40-50% prefer a Studio or 1 Bedroom
Recruitment: What are important factors in your choice?

- We all choose first based on the Academic Program
- 50% cited Housing COST
- <50% cited desire for community
- <50% cited Availability of university housing
Retention:
Why is graduate housing important?

66%:
Having housing makes me feel settled 😊

Over 50%:
Helps me achieve my academic goals (A+!)
Most important items in selecting housing:

- Value for the $$$
- Safety and Security of Building & Neighborhood
- Close to School
- Good management & maintenance
## Housing Tradeoffs

### Distance vs. Rent
- 57% Distance
- 43% Rent

### Distance vs. Size
- 70% Distance
- 30% Size

### Rent vs. Size
- 71% Rent
- 29% Size

Size grows in importance from 2nd year on.

Proprietary Research Studies
© 2013 Demographic Perspectives, LLC
Small square footage is acceptable if:

There is storage, either in unit or building

Space is configured wisely

Unit is priced modestly or average

OR, unit can be expensive and tiny if:

- Super-close to campus
- Utilities are bundled
- Ease of rental or 9 month rental

Or, small is fine if you are from East Asia like me!
Size of kitchen?

1-5% prefer none/common kitchen

20-25% prefer efficiency kitchens

70% prefer full kitchens
2010 Mayor Menino asks 5 architects: “What is Innovative Housing?”

**Affordability**
- Lives w/ roommates in Allston

**Affordability**
- Lives in a tiny basement studio

**Affordability**
- Lives w/ roommates in Somerville

- **ANDREW**
  - Age: 25
  - Occupation: Architecture

- **KAREN**
  - Age: 27
  - Occupation: Interior Designer

- **JUSTIN**
  - Age: 29
  - Occupation: Graphic Designer

© 2013 ADD Inc
ADD Inc research initiative

1 in 3 people in Boston are between age 20 and 34

Many have a lot of student debt

Finding housing that suits us is a major challenge

WHAT’S IN?

INNOVATION in emerging URBAN LIVING ENVIRONMENTS
2012 Brainstorming w/ Emerging Professionals

OUR GROUP

SEX
54% FEMALE
46% MALE

STATUS
58% COUPLES
42% SINGLE

SALARY
54% <50K
27% <25K

%SALARY towards RENT
54% <30%
43% 30-50%

* 40 YOUNG PROFESSIONAL POLLED

Proprietary Research Studies

ADD Inc ARCHITECTURE + DESIGN DEMOGRAPHIC PERSPECTIVES, LLC

© 2013 ADD Inc
Why would you choose urban living?

THE CITY IS MY LIVING ROOM

I DON'T HAVE A CAR

AMENITIES IN NEIGHBORHOOD

AMENITIES IN BUILDING

96%

Amenities in Neighbourhood

Amenities in Building

Proprietary Research Studies

ADD Inc

ARCHITECTURE + DESIGN

DEMOGRAPHIC PERSPECTIVES, LLC
How small would you go to live in Boston?

250 SF?

450 SF?

Design and price matter more than quantity of space.
What would you share?

I WOULD SHARE A KITCHEN

I WOULD NOT SHARE A BATHROOM

I WOULD LIVE WITH ROOMATES

IF IT MAKES MY COST OF LIVING MORE AFFORDABLE!

WE DON'T COOK THAT MUCH

I WANT TO BE NEAR PUBLIC AMENITIES!

BUILDING AMENITIES LIKE ROOF GARDENS ARE IMPORTANT TOO!
How about multi-functional furniture?

THE TRANSFORMER UNIT IS FOR ARCHITECT-NERDS. NOT NORMAL PEOPLE!!!

PLEASE NO MURPHY BEDS!

I DON'T WANT TO UNFOLD MY BED FROM THE WALL EVERY NIGHT BEFORE I FALL ASLEEP!
What kind of common space?

- Small lobby/party space
- Laundry
- Outdoor space with bbq grills

We don’t need much!
Why build graduate housing?
Institutional Mission

- Priority populations need housing
- Collaboration & community
- Living + Learning
- Improve Town/Gown Relationship
- Affordability and Access
- Reduce incoming students’ concerns
- Accommodate growing population
Institutional Mission

Challenges
• Limited Resources
• Low priority
• Town-gown
• Private market does it better

Opportunities
• Reinforce Mission
• Recruitment
• Peer competition
• Improve quality of life

Build alumni loyalty!
Snapshot of 23 Institutions
### % Graduates housed and number of beds?

<table>
<thead>
<tr>
<th>School</th>
<th>% Housed</th>
<th>Number of Beds</th>
</tr>
</thead>
<tbody>
<tr>
<td>School A</td>
<td>50%</td>
<td>6300 beds</td>
</tr>
<tr>
<td>School B</td>
<td>35%</td>
<td>2400 beds</td>
</tr>
<tr>
<td>School C</td>
<td>29%</td>
<td>125 beds</td>
</tr>
<tr>
<td>School D</td>
<td>14%</td>
<td>500 beds</td>
</tr>
<tr>
<td>School E</td>
<td>9%</td>
<td>800 beds</td>
</tr>
<tr>
<td>School F</td>
<td>8%</td>
<td>200 beds</td>
</tr>
<tr>
<td>School G</td>
<td>1%</td>
<td>50 beds</td>
</tr>
<tr>
<td>School H</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>

11 of the 23 schools do not house graduate students.
% Full-time graduate growth in past 5 years

- **School D**: 42%
- **School G**: 18%
- **School B**: 15%
- **School F**: 12%
- **School H**: 12%
- **School E**: 9%
- **School A & C**: 7%

Proprietary Research Studies

© 2013 Demographic Perspectives, LLC
## Types of graduate housing offered

<table>
<thead>
<tr>
<th>Dorm</th>
<th>New Style</th>
<th>Apartments</th>
<th>Multi-Family</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Res. Hall</td>
<td>Owned</td>
<td>Leased</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>2</td>
<td>6</td>
<td>2</td>
<td>5</td>
</tr>
</tbody>
</table>

Schools can choose more than one option
What types of market rate housing are available to graduate students?
92% of Greater Boston graduate students live off-campus in market rate apartments

2009: 102,000 total grad population, only 8% have campus/affiliated housing
Data from Dukakis Center for Urban and Regional Policy
Market rate housing $/bed

HOUSING PRICE HEAT MAP SOURCES
Craigslist, PadLister, Apartments.com, RentalHomesPlus, Rent.com, Airbnb, ApartmentFinder, Realtor.com, RentSocial

- Somerville: $900+
- Charlestown: $1200+
- E. Boston: $600+
- S. Boston: $900+
- Downtown & Inno district: $1600+
- Roxbury: $600+
- Dorchester: $600+
- Braintree: $700+
- Brighton: $900+
- Allston: $900+
- Brookline: $900+
- Cambridge: $1100+
- Roxbury: $600+

Courtesy Jeff Kaufman
Greater Boston – 1.4 million units

- 4+ Bed: 22.9%
- 3 Bed: 33.6%
- 2 Bed: 27.4%
- 1 Bed: 14.0%
- Studios: only 2.1%

Grad students are being pushed into roommate solutions

* 2007-2011 American Community Survey, Greater Boston 5 county data
Market rate rents relate to unit size

<table>
<thead>
<tr>
<th>BOSTON UNIT SIZE</th>
<th>Rent at $4 per sf per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Micro 300 s.f.</td>
<td>$1200 - $2000</td>
</tr>
<tr>
<td>Studio 500 s.f.</td>
<td>$2000</td>
</tr>
<tr>
<td>1-BR 750 s.f.</td>
<td>$3000</td>
</tr>
<tr>
<td>2-BR 900 s.f.</td>
<td>$3600 = $1800 per person</td>
</tr>
</tbody>
</table>

The best part is that these size minimums don’t apply to University housing!
Pressure to house students on/near campus

...require all colleges to create a plan showing how each college will, over time, reduce its reliance on the private rental housing stock... especially underserved populations such as graduate students - p.9
How can we design smarter to better suit graduate student needs?
Let’s return to preferences: Ideal Unit Type if available & affordable

40-50% prefer a Studio or 1 Bedroom
The studio/1BR is the largest demand group

• For singles and couples
• For adjuncts, visiting faculty
• Independent living at the lowest price point

We’d love to not live with roommates—OR WITH UNDERGRADS!
ADD Inc ‘Inno’ units in the Innovation District:

315 on A
460 s.f.
STUDIO
- Bed Alcove
- Full kitchen
- $2200/mo. rent

Market rate projects have lots of common space, but none devoted to graduate student communities.

Pier 4
420 s.f.
STUDIO
- Narrow & deep
- 20 in building
- $rent?

399 Congress
330 – 425 s.f.
STUDIO
- 60 units
- Construction 2014
- 20% affordable, 20% rent limited to $1700 ea.
Lessons learned from Multi-Family work:

Downtown highrise buildings are expensive to build!

The drive to go ‘small’ creates more rentable units in the same square footage, but also means more kitchens and baths = more $

Less expensive in graduate housing:

• No parking garages
• Common laundry instead of laundry in the unit
• Luxury amenities MAY NOT be necessary
ADD Inc’s hybrid model

- BBQ terrace, green roof, & herb gardens
- Luxury units at the top
- 3-bedrooms with shared kit/baths for roommates
- 50% micros, cheaper rent toward the base
- Ground floor common space and bike amenities

© 2013 ADD Inc
B.K. Boley, AIA, LEED AP
Principal, ADD Inc
bkboley@addinc.com

B.K. leads projects with a passion for design excellence and sustainability. As the Director of ADD Inc’s Academic Practice, he creates inspiring environments in which to live and learn. Driven by attention to design quality at every scale, B.K. upholds high planning standards while achieving cost-effective sustainable design. By embracing both innovation and practicality, B.K. guides a creative process that consistently results in distinctive award-winning solutions.

B.K. creates environments with an eye to the future and has led the design of many of ADD’s most notable academic projects including residence halls for Westfield State University, UMass Lowell, the Massachusetts College of Art and Design, and Worcester Polytechnic Institute. He has also led the design for ADD Inc’s most innovative residential projects including 315 on A, Pier 4, and Parcel 24. B.K. received his Bachelor of Architecture from Carnegie Mellon University and his Master of Architecture and Urban Design from the Berlage Institute.

Tamara Roy, AIA, LEED AP
Senior Associate Principal, ADD Inc
troy@addinc.com

Tamara is an architect and urban designer who has been at the forefront of innovation housing in Boston since 2010 when she first introduced the concept at a symposium sponsored by Mayor Menino. Referred to by one of her clients as “the mother of the micro-unit,” Tamara mentors the ‘What’s In’ research initiative and advocates for the need for more creative housing solutions across the income spectrum. She has been interviewed, published, and quoted numerous times in local media in the last year on the subject.

Tamara’s recent academic projects include the Tree House Residence Hall at the Massachusetts College of Art and Design, described as the “most interesting high rise in Boston,” as well as new housing at UMass Lowell and Worcester Polytechnic Institute. Other recent residential projects include 225 Centre Street, 399 Congress, and 275 Albany. Tamara received her Bachelor of Architecture from Carnegie Mellon University and her Master of Architecture and Urban Design from the Berlage Institute. Tamara was the recipient of the BSA Women in Design Award of Excellence in 2012.
ADD Inc Experience

315 on A  Boston, MA  2014

Pier 4  Boston, MA  2014

399 Congress  Boston, MA  2016

Units at

<table>
<thead>
<tr>
<th>Building</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>315 on A</td>
<td>425 sf</td>
</tr>
<tr>
<td>Pier 4</td>
<td>450 sf</td>
</tr>
<tr>
<td>399 Congress</td>
<td>350 sf</td>
</tr>
</tbody>
</table>
Rena Cheskis-Gold  
Principal  
Demographic Perspectives, LLC  
rena@demographicperspectives.com

Rena is a demographer and the founder of Demographic Perspectives, LLC, a consulting firm that provides custom data and analysis for higher education programming and planning initiatives. During her years at Yale, she learned the importance of mission as the key driver of university decision-making. Rena’s research-based approaches include administrative data analysis, stakeholder interviews, rigorous focus groups, surveys, town hall meetings, design charrettes, and visioning exercises. Rena speaks, writes, and teaches regularly on data-driven decision-making. She holds degrees in Demography from Brown University and the University of Illinois.

Alexandra Danahy  
Senior Associate  
Demographic Perspectives, LLC  
alex@demographicperspectives.com

With a background in urban planning and management consulting, Alexandra led joint public-private sector planning projects for the Boston nonprofit, A Better City, and undergraduate, graduate and faculty housing initiatives as a Presidential Fellow for the Allston Development Group at Harvard. At Demographic Perspectives, she has developed housing strategies and managed the stakeholder and benchmarking processes for schools such as Princeton, Yale, Harvard, Harvard Law School, University of Chicago, Wellesley College, Washington University in St. Louis, and Mississippi State. Alexandra holds an M.A. in Urban Planning from Harvard University and a B.A. from Harvard College.
Demographic Perspectives’ Experience

Demographic Perspectives’ researchers provide data & analysis for programming & planning, with a specialty in university housing.

- Staff includes demographers & planners
- All were formerly in-house staff at universities

The data & analysis here come from 3 sources:

1. Demographic Perspectives’ own research at a wide range of institutions via these methodologies:
   - Stakeholder interviews, focus groups & surveys
   - Analysis & modeling of institutional data

2. Benchmarking of 23 New England institutions in Massachusetts, Rhode Island and Connecticut

3. National trend data

© 2013 Demographic Perspectives, LLC