



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

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Status:

25% on average are
International

66%
Single



20-25%
Partnered
no kids



7-13%
With kids



Current living arrangements



Preferences: Ideal Unit Type if available & affordable

40-50% prefer
a Studio or
1 Bedroom



Recruitment: What are important factors in your choice?



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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

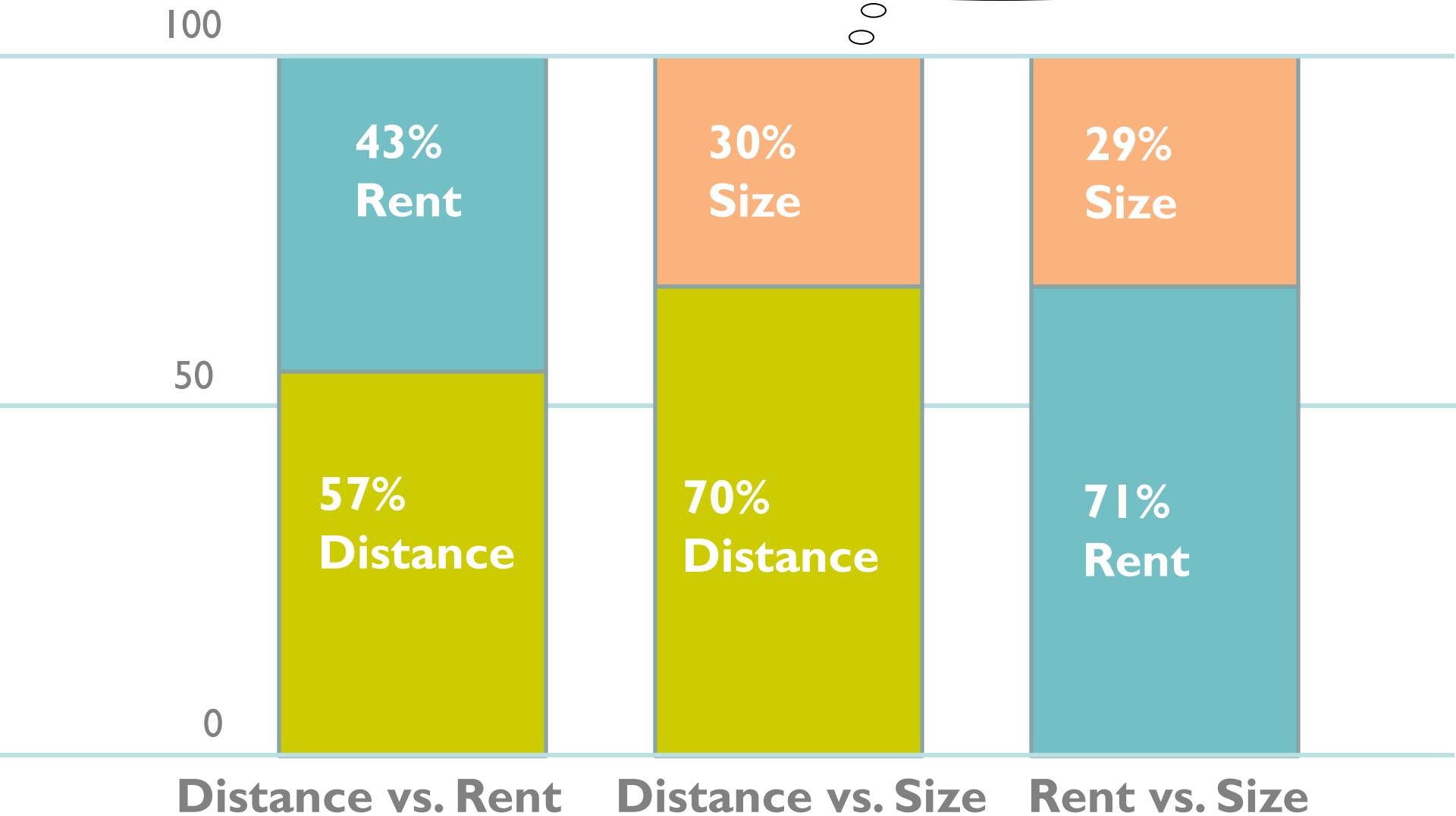
Close to
School

Good
management &
maintenance



Housing Tradeoffs

Size grows in importance from 2nd year on.



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Small square footage is acceptable if:

Or, small is fine
if you are from
East Asia like
me!



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



Size of kitchen?

**1-5% prefer
none/common
kitchen**



**20-25% prefer
efficiency
kitchens**



**70% prefer
full kitchens**



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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



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 ?

INNOVATION

in emerging URBAN LIVING ENVIRONMENTS

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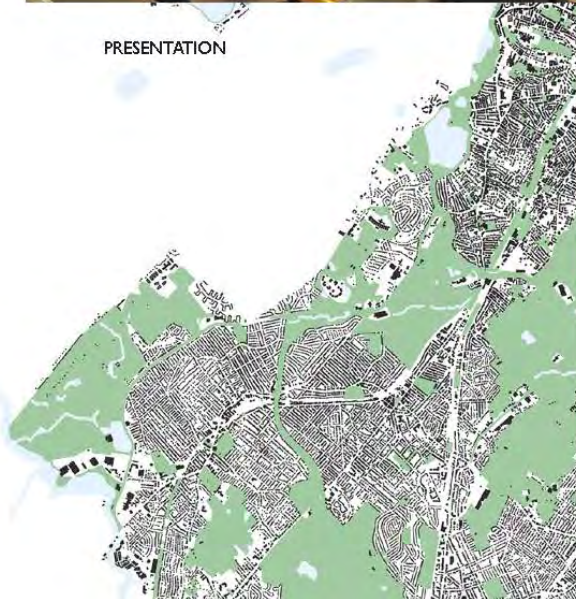
2012 Brainstorming w/ Emerging Professionals



PRESENTATION



DISCUSSIONS



SEX



STATUS



SALARY



%SALARY towards RENT



OUR GROUP

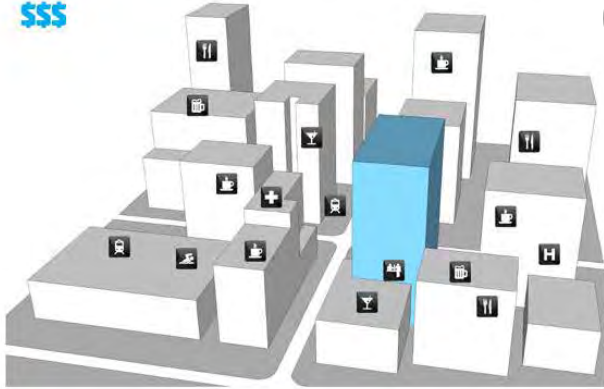
* 40 YOUNG PROFESSIONAL POLLED

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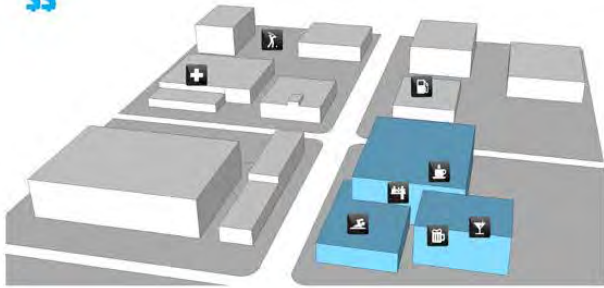
Why would you choose urban living?

\$\$\$



AMENITIES IN NEIGHBORHOOD

\$\$



AMENITIES IN BUILDING



THE CITY IS MY LIVING ROOM

I DON'T HAVE A CAR



*
AMENITIES
IN NEIGHBORHOOD

AMENITIES
IN BUILDING

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How small would you go to live in Boston?

250 SF?



450 SF?



Design and price matter more than quantity of space

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What would you share?



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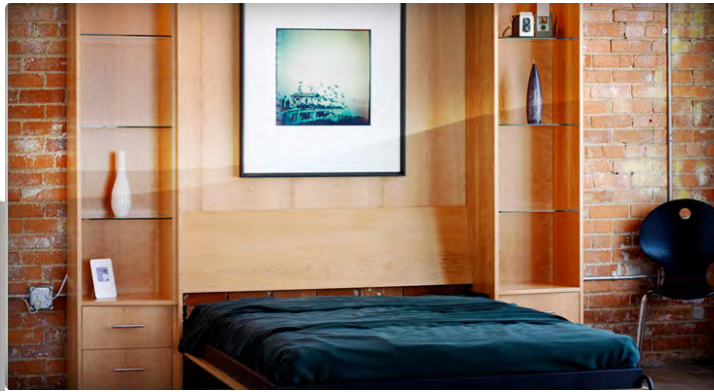
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How about multi-functional furniture?



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!

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What kind of common space?

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



We don't
need much!

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▶ **Why build graduate housing?**

Accommodate
growing
population

Priority
populations
need housing

Collaboration
& community

Institutional Mission



Reduce
incoming
students'
concerns

Living +
Learning

Affordability
and
Access

Improve
Town/Gown
Relationship



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



BROWN



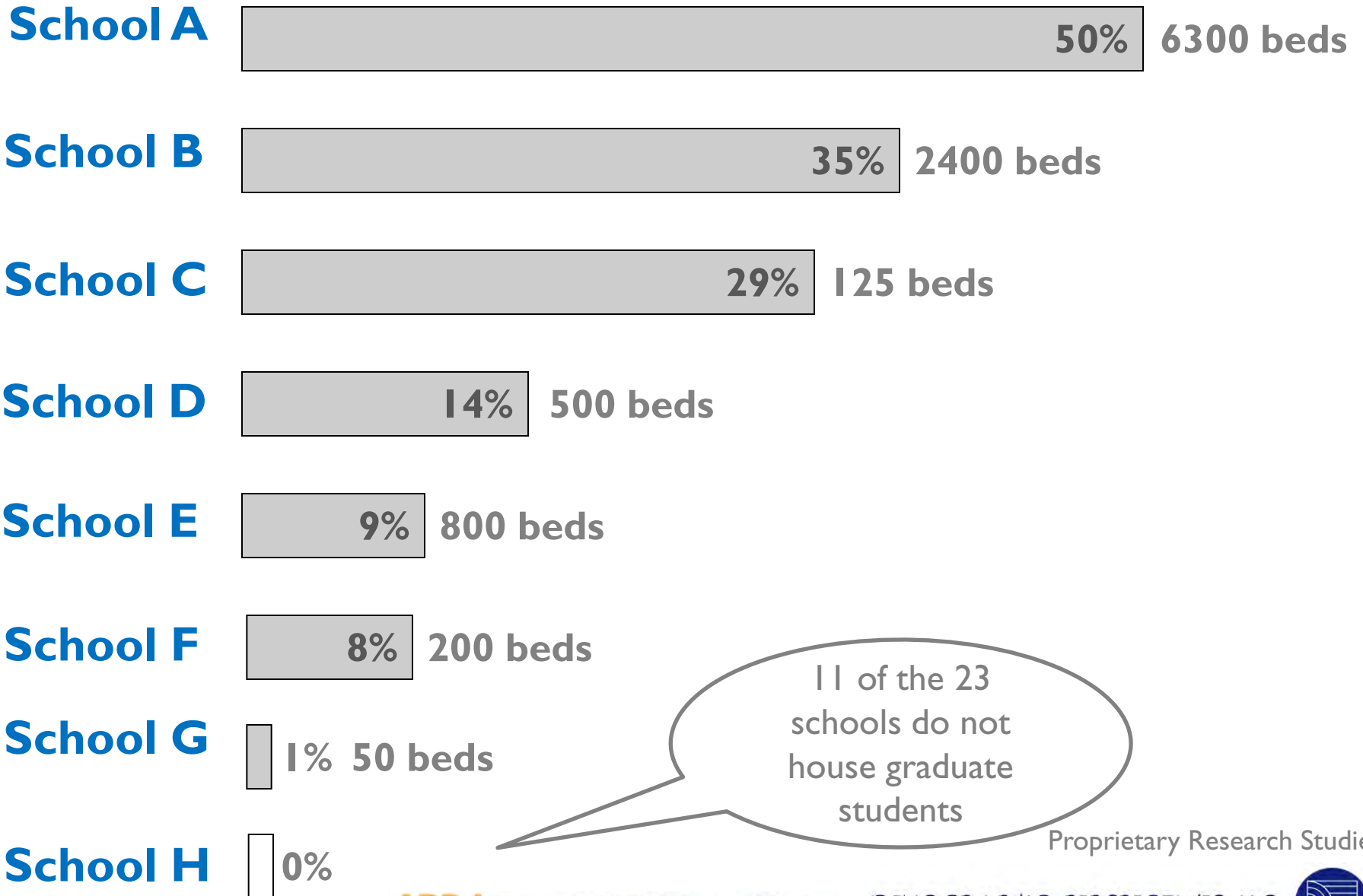
MASSART
MASSACHUSETTS COLLEGE
OF ART AND DESIGN

mcphs

Massachusetts College of Pharmacy and Health Sciences



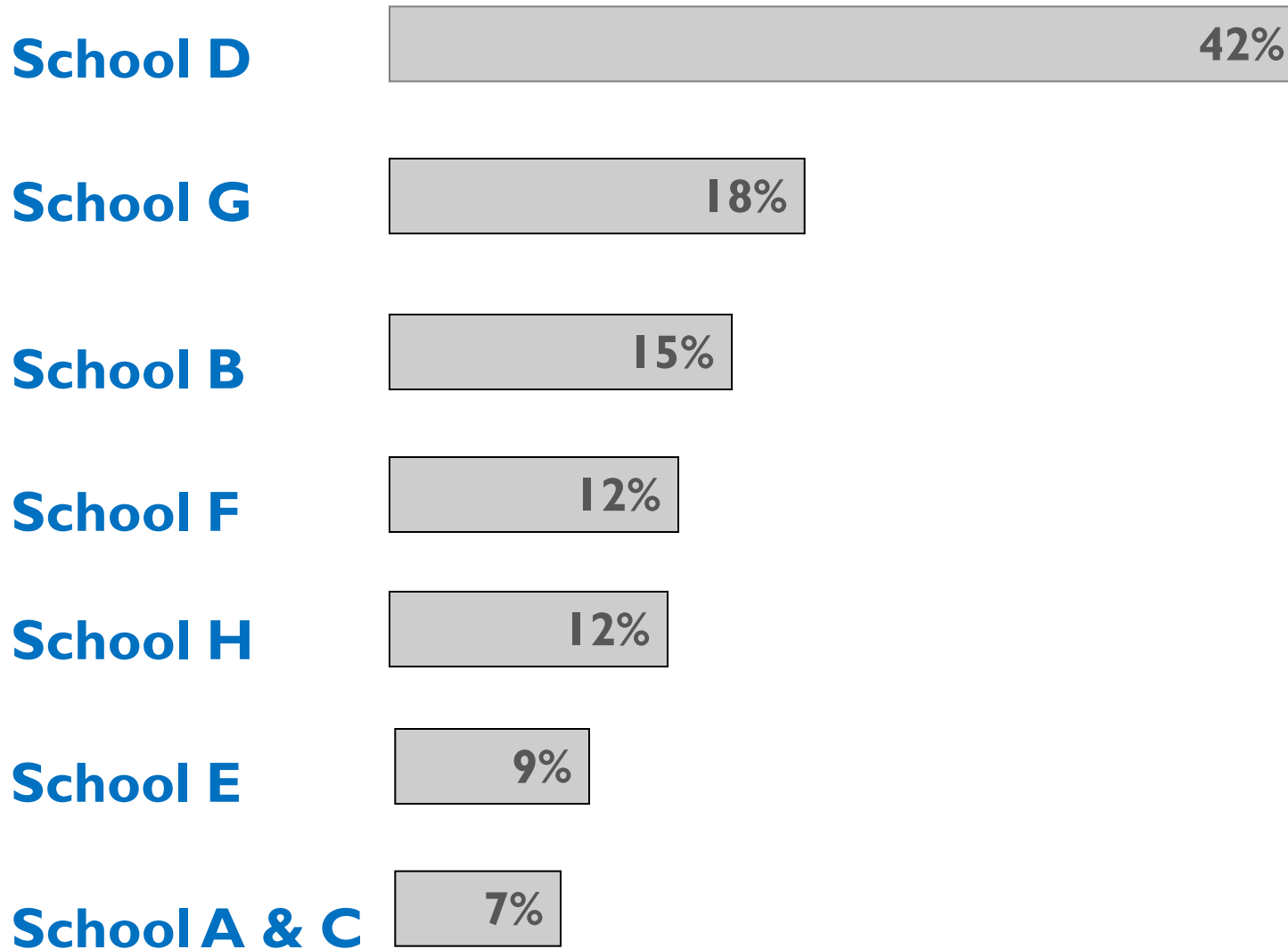
% Graduates housed and number of beds?



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% Full-time graduate growth in past 5 years



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Types of graduate housing offered



Dorm



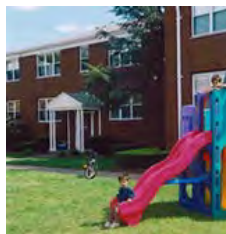
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**New Style
Res. Hall**



2



Apartments

Owned



6



Leased



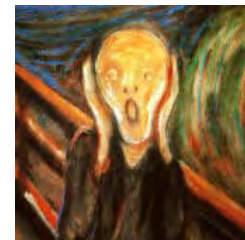
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Multi-Family



5



None



11

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

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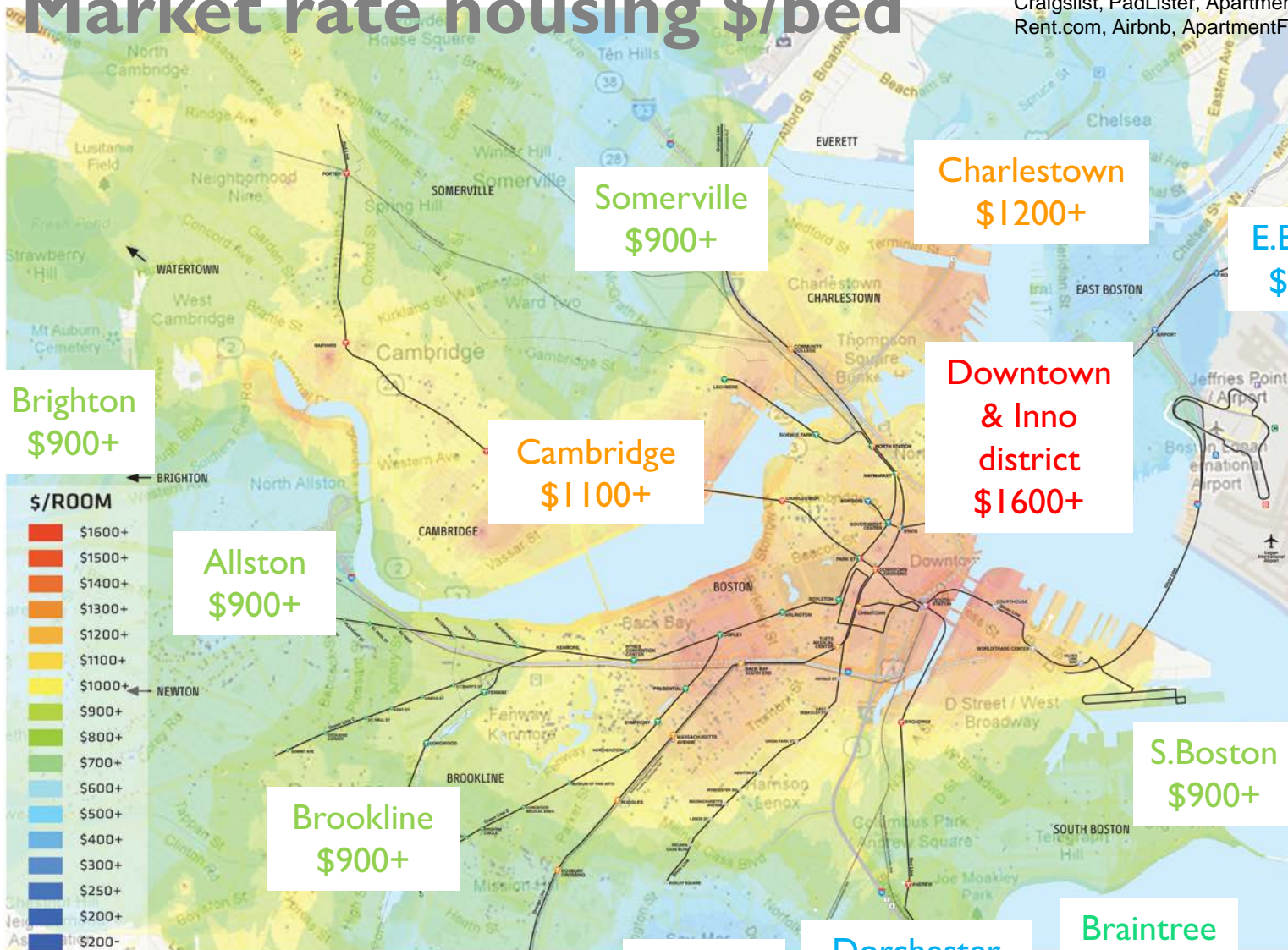
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Market rate housing \$/bed

HOUSING PRICE HEAT MAP SOURCES

Craigslist, PadLister, Apartments.com, RentalHomesPlus, Rent.com, Airbnb, ApartmentFinder, Realtor.com, RentSocial

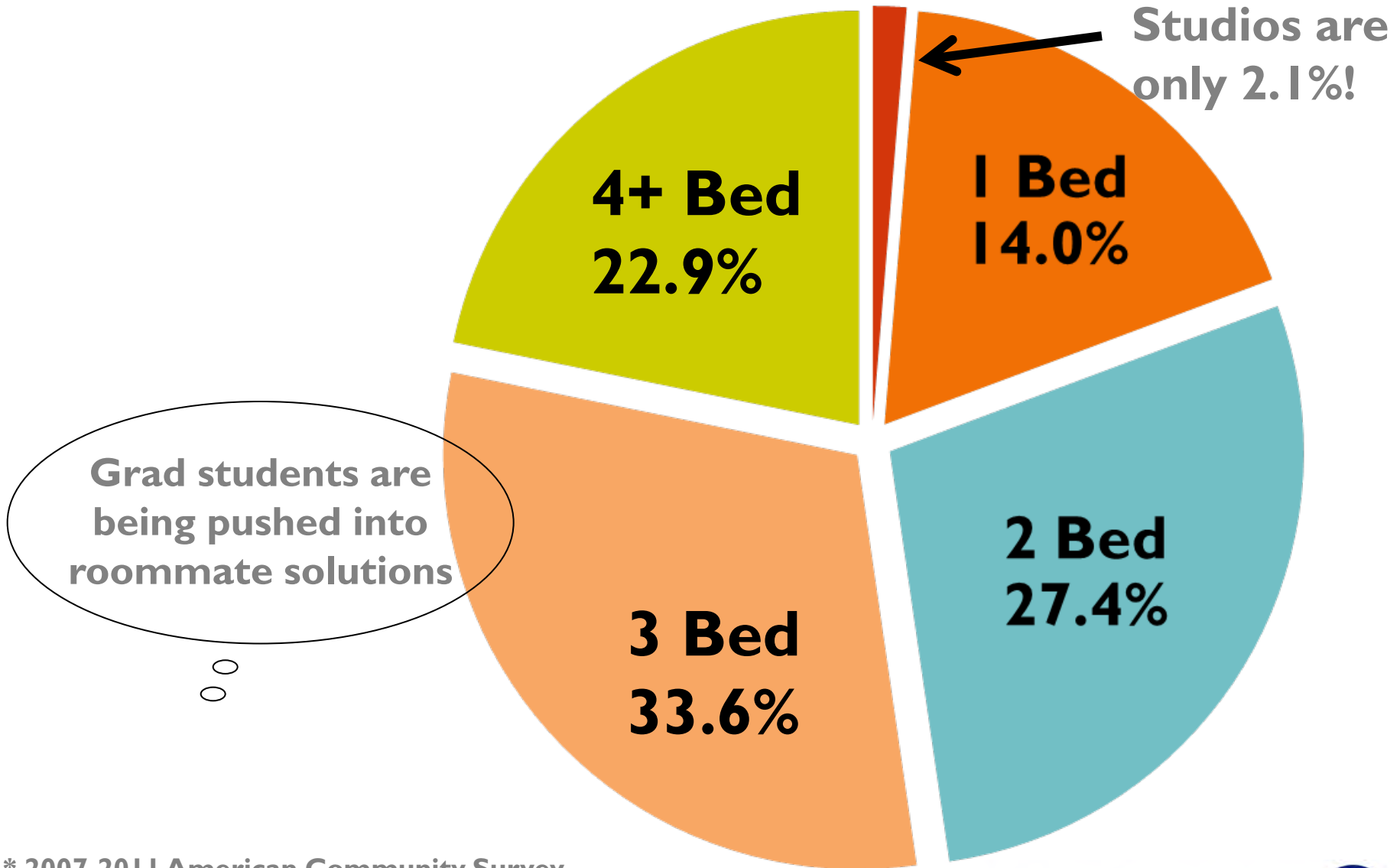


AS OF 1/2013

Courtesy Jeff Kaufman



Greater Boston – 1.4 million units



* 2007-2011 American Community Survey,
Greater Boston 5 county data **ADD Inc**

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Market rate rents relate to unit size

BOSTON UNIT SIZE

Rent at \$4 per sf
per month

Micro	300 s.f.	\$ 1200 - \$2000
Studio	500 s.f.	\$ 2000
1-BR	750 s.f.	\$ 3000
2-BR	900 s.f.	\$ 3600 = \$1800 per person




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/IBR 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!



Singles



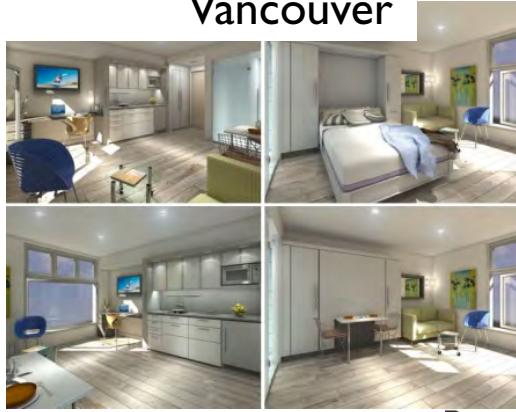
Couples



Visiting Faculty

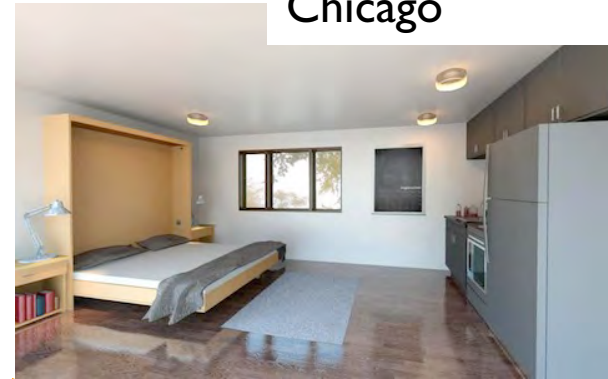


Vancouver

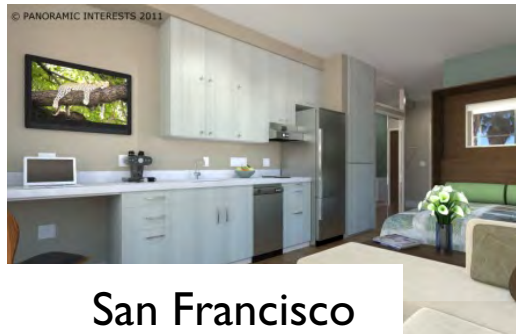


National 'micro' examples

Chicago



Seattle



San Francisco



New York



ADD Inc 'Inno' units in the Innovation District :

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

315 on A



460 s.f.
STUDIO

- Bed Alcove
- Full kitchen
- \$2200/mo. rent

Pier 4



420 s.f.
STUDIO

- Narrow & deep
- 20 in building
- \$rent?

399 Congress



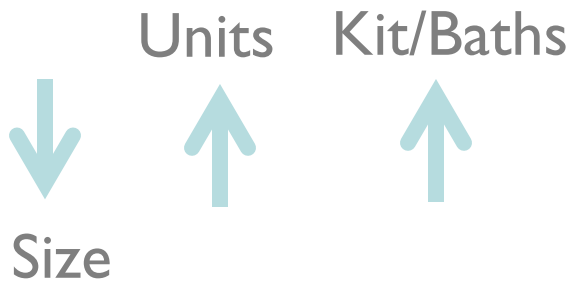
330 – 425 s.f.
STUDIO

- 60 units
- Construction 2014
- 20% affordable, 20% rent limited to \$1700 ea.



Lessons learned from Multi-Family work:

\$\$\$

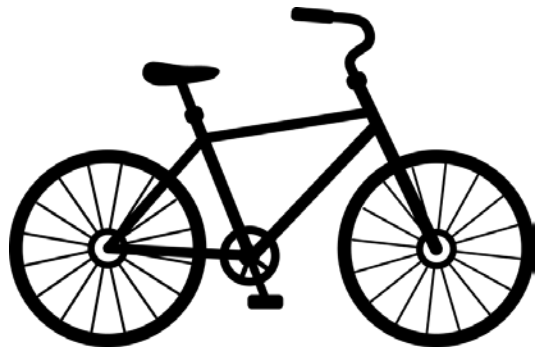


Downtown highrise buildings are expensive to build!

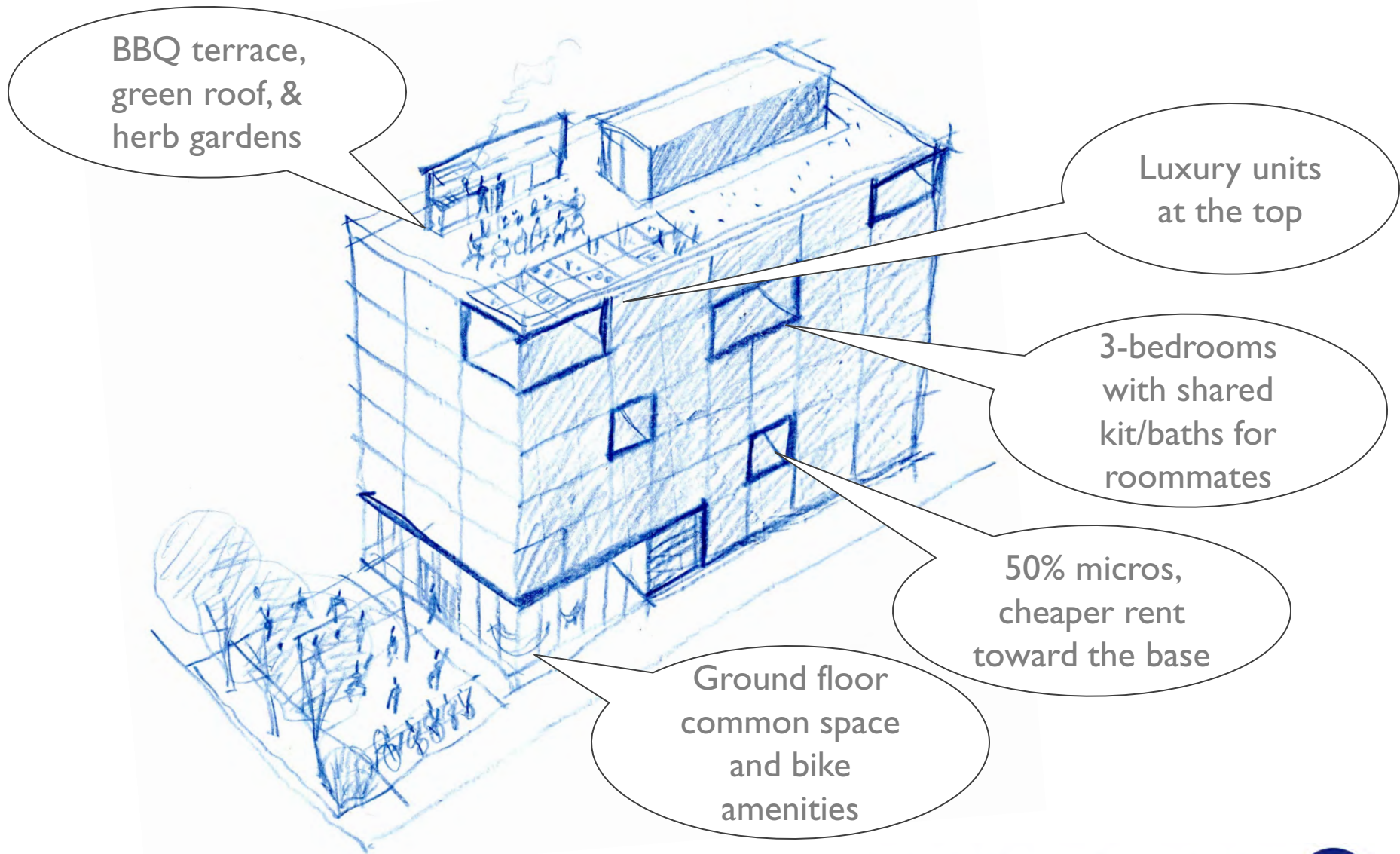
The drive to go 'small' creates more rentable units in the same square footage, but also means more kitchens and baths = more \$

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





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
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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



Units at

425 sf

Pier 4 Boston, MA
2014



450 sf

399 Congress Boston, MA
2016



350 sf





Rena Cheskis-Gold

Principal

Demographic Perspectives, LLC

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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

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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



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